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FEB 14

# Broadcasting Cable

The Newsweekly of Television and Radio

## TELEVISION



**Sunday powers  
CBS to early  
sweeps lead 27**

## RADIO



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Olympics: radio gets  
a jump 40**

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**FCC extends  
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rate freeze,  
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USTA's Roy Neel

# Telephone's new voice

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

### Tug of war over cable rate reductions

FCC Chairman Reed Hundt is seeking a 5%-10% across-the-board cut in cable rates, commission sources say. But the proposal is meeting resistance from commissioners Andrew Barrett and James Quello. A source says the commission is struggling to come up with a "number that gets rates where Congress wants them to be and a scheme that allows the cable industry to grow and that won't stifle innovation and investment." / 6

### Fields vows war

Representative Jack Fields is leading the charge against the reported cable rate rollback reportedly in the works at the FCC. "If Chairman [Reed] Hundt does this as his first major policy decision, it's going to ignite a war," Fields said. / 7

### Freeze extension angers cable industry

Cable operators are angry and frustrated over the FCC's second extension of its rate freeze. The Cable Telecommunications Association last Friday filed a lawsuit to try to block the freeze. Other cable operators say the extension has made it difficult to schedule capital expenditures and complete long-term planning. / 7

### Go along to get along on the superhighway

Four corporate leaders from opposing corners of the industry met on the same platform last week. But the ensuing discussion centered around their likely coexistence, rather than their struggle for survival. The discussion took place at the IRTS/BROADCASTING & CABLE seminar. / 10



Alfred Sikes, group owner/publisher, Hearst Corp., addresses the IRTS seminar. / 10

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USTA's new president, Roy Neel, faces the challenge of bringing the association out of the shadow of the telephone companies' individual lobbying groups, while helping shape information superhighway legislation. Neel takes over the post March 1. / 18

## PROGRAMMING

### CBS eyes February sweeps win

CBS jumped out to an early lead in the February sweeps through last Tuesday night, thanks to ice-skating and the network's dominating Sunday-night lineup. The quick start bodes well for CBS for the rest of the sweeps, given its 16 days of winter Olympics coverage. / 27



'Murder, She Wrote' was an early winner for CBS during the February sweeps.

### Schlesinger replaces Solomon at WB International

Warner Bros. has named Jeffrey Schlesinger to succeed

Michael Jay Solomon as president of its international television distribution arm. / 27

### Violence study targets first-run

The Washington-based Center for Media and Public Affairs says first-run syndicated hours are the most violent series on prime time TV. The center also credits the broadcast networks with a significant decrease in the number of perceived violent acts in their series programming. / 30

### 'Sirens' sings syndication song

All American Television's *Sirens*, which details the professional and personal lives of three female rookie cops, has been cleared in 62% of the country and given a firm commitment. / 31

### When is a kiss not a kiss?

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### MCA heads out with 'Last Call'

MCA TV's *Last Call* has picked up some key major markets, including KCOP(TV) Los Angeles. / 32

**"For the first time ever, you will see the Congress working very closely with the White House in getting this done. That's never happened before. Never happened."**  
—Incoming USTA President Roy Neel on getting information superhighway legislation

**FEB. 14, 1994**

### **'Judge & Jury' a go**

Buena Vista Television has proclaimed its hybrid court/talk show, *Judge & Jury*, a firm go for production beginning in September. / 32

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The Czech Republic's first private national commercial television station has been launched, powered by programming and investor support from the U.S. / 36

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### **Jerry Brown anchors 24-hour talk**

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**On the Cover:**  
*As president of the United States Telephone Association, Roy Neel will deliver the telcos' message of evenhanded competition and new business opportunity. Photo by Stephen R. Brown / 18*

## **BUSINESS**

### **ValueVision sees value in merger**

ValueVision, a small but growing home shopping company, wants to merge with National Media Corp., one of the larger infomercial companies. But National Media is fighting the plan. / 42



*Home shopping company ValueVision wants to merge with an infomercial company.*

### **CBS revenue, profits up**

For the first time in eight years, the CBS television network reported a profit in the fourth quarter. Revenue increased due to better pricing of prime time advertising inventory and the debut of *Late Show with David Letterman*. / 42

## **WASHINGTON**

### **Prime time access rule under fire**

Tired of waiting, WCPX-TV Orlando, Fla., has asked a federal court to force the FCC to consider repealing the prime time access rule. Licensee First Media is not the only critic of the rule. Disney tried to force the issue in 1992 and is expected to renew its push this year. / 45

### **User fees are cash cow in FCC budget**

User fees from cable, telephone and broadcasting businesses account for almost 56% of the FCC's proposed 1995 budget. / 45

### **Federal radio spectrum up for bid**

The Commerce Department has taken a major step toward carving out a chunk of the federal radio spectrum so it can be auctioned to private industry for use in advanced communication technologies. / 46

## **ADVERTISING & MARKETING**

### **Promoting the promises of TV**

NBC President/CEO Robert Wright used NBC's recent joint promotion with Kellogg's as an example of why network TV should be the cornerstone of any national media plan. Last fall's "Breakfast Around the World" promotion was a massive on-air and on-cereal box promotion that Wright said contributed to a 38% ratings increase for associated shows. / 48

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## Tug of war over cable rate reductions

*FCC's Hundt pushing for 5%-10% decrease; Barrett and Quello not yet on board*

By Kim McAvoy

**F**CC Chairman Reed Hundt is seeking a 5%-10% across-the-board cut in cable rates, commission sources say.

But Hundt does not yet have the support of either of the two other sitting commissioners, Andrew Barrett and James Quello.

What's more, House Republicans

might evaporate if the FCC forges ahead with a severe rate rollback, observers say.

Under the Hundt plan, the cut would be calculated using the rates in effect in September 1992, the month before Congress passed the Cable Act that reimposed rate regulation.

There was no official comment from Hundt's office. But one source

other commissioners. Hundt thought the proceeding was going to be an "easy slam dunk," said one FCC official. He's now finding out "how things really work here," the source said.

Quello told BROADCASTING & CABLE two weeks ago that he was working his own cable rate reduction plan. But after discussions last week with Hundt's office, Quello said he has set his own plans aside and will work with Hundt. There is "going to be some give and take," he said.

The FCC is expected to take up the rate regulations at its Feb. 22 meeting. In addition to proposed cutback and adjustments to the benchmarks, the FCC also plans to consider exemptions for small cable systems, cost-of-service guidelines and the so-called going-forward issues.

According to one source, the FCC may issue only interim cost-of-service rules, under which cable systems will be able to make a case for rates in excess of those prescribed by the benchmarks.

Although Hundt is sympathetic to the concerns of small cable operators, a source said the chairman is talking about "administrative relief, not substantive relief."

The commission has postponed its cable regulations meeting twice, once in January and again earlier this month. Late last week there were persistent rumors that the commission might postpone the Feb. 22 date. But an FCC source said the chairman is "dedicated" to getting these cable issues done.

Hundt's plan is being drafted primarily by Blair Levin, his chief of staff; Michael Katz, the newly appointed chief economist, and James Olson, head of the Cable Services Bureau's competition division.

Cable lobbyists working the commission were encouraged by Fields's effort and by what they were hearing from Quello and Barrett. Things had been looking pretty "bleak," said one source. "It's clear now that this has a long way to go."



*FCC Chairman Reed Hundt (c) needs support of fellow commissioners James Quello (l) and Andrew Barrett to impose additional rollback in cable TV rates.*

led by Jack Fields (Tex.), the ranking Republican on the House Telecommunications Subcommittee, last week warned the FCC against ordering any drastic rollbacks. "It's going to ignite a war," he said (see opposite page).

Meanwhile, the FCC last week extended its cable rate freeze from Feb. 15 to May 15 (see story, opposite page). It was the third extension of the freeze since it was first imposed last April. The earlier extensions came last June and November.

Prior to the Republican's admonition, the only word from Congress on cable regulation came from Democrats who favor further cutbacks on rates of at least 5%.

The partisan split of cable rates could cause serious problems for telecommunications legislation (H.R.2636 and H.R.3636) now pending before the Telecommunications Subcommittee. Those bills currently have strong bipartisan backing that

said the agency is "struggling" to come up with a "number that gets rates where Congress wants them to be and a scheme that allows the cable industry to grow and won't stifle innovation and investment."

The cut would come on top of the reductions cable operators made last year in complying with the FCC benchmark regulations, which required operators to bring their rates in line with those in competitive cable markets.

The benchmark scheme cost cable operators hundreds of millions of dollars in revenues, but probably not the \$1.5 billion the FCC predicted when it adopted the regulations last April. Also, the plan proved embarrassing for the FCC, as it allowed operators to increase the rates for some subscribers as long as they were offset by decreases to others.

The cable proceeding has caused some strain between Hundt and the



# Freeze extension angers cable industry

*CATA plans to file suit challenging second continuation*

By Kim McAvoy  
and Christopher Stern

**C**able operators are angry and frustrated over the FCC's third extension of its rate freeze since it first went into effect last April.

At least one cable group, the Cable Telecommunications Association, filed a lawsuit to try to block the freeze, saying the FCC has only 180 days to implement new rate regulations and that its latest action more than doubles that. Other cable operators say the extension has made it difficult to schedule capital expenditures and complete long-term planning. The rate freeze, which was to expire Feb. 15, has been extended to May 15.

"This whole thing is a very paralyzing process because you don't know what is going to happen from one month to the next," said Wayne Vowell, vice president, Scripps Howard Cable. "This is a political issue, not a consumer issue," Vowell added, echoing the sentiments of other cable operators who say the FCC has let political pressure affect its decision-making process.

"The process has suddenly become very politicized and appears to be influenced by weekly stories in the *Washington Post*," said Tele-Communications Inc. spokesman Bob Thomson. "This continuing 'Perils of Pauline' has an enormously debilitating effect on the entire industry," he added. Cable operators can petition for relief from the freeze if they can show economic hardship or that the freeze threatens continued service to customers.

Several cable operators refused to comment on the freeze extension, saying they did not want to add fuel to the fire. "I don't think it's something we want to talk about," Time Warner Cable spokesman Michael Luftman said. "We are in a difficult time and we don't want to do anything to exacerbate it."

Small cable operators say they have been particularly hard hit by the freeze. "We are forced by this rate freeze to halt all fiber construction and delay planned improvements which would benefit our rural school systems and subscribers," said Robert

Weisberg, owner of a small system in Frazier Park, Calif.

The FCC last Tuesday extended the freeze in an effort to keep rates down before its new regulations take effect. The FCC is expected to adopt new rate rules on Feb. 22, which are expected to take effect when the freeze is lifted on May 15.

Last Tuesday's decision was unani-

mous, although Commissioner Andrew Barrett issued a separate statement. Last year, Barrett opposed the extension of the freeze from Nov. 15 to Feb. 15. He wrote then that the "vast majority of implementation problems faced by the commission regarding rate regulation were and continue to be a result of a premature effective date for those rules." ■

## Fields will to go to war over cable rates

House Republicans have taken a strong stand against the cable rate rollback reportedly in the works at the FCC.

Representative Jack Fields (R-Texas) is leading the charge against the rate reduction, vowing to go toe to toe with FCC Chairman Reed Hundt, who sources say is pushing for the decrease. "If Chairman Hundt does this as his first major policy decision, it's going to ignite a war," Fields told members of the United States Telephone Association meeting last week in Washington.

Fields and eight other Republican members of the House Telecommunications Subcommittee signed a letter to Hundt expressing reservations about "the appearance of a lack of independence and impartiality" at the FCC concerning the review of cable rates.

The Republicans complain that a rate rollback will hinder the cable industry's ability to invest in the construction of the information superhighway. "Any further downward rate adjustment by the FCC can only be read as an expression that you do not believe that there is any meaningful role for the cable industry in developing the information highway of the future," the letter states.

The letter follows the same tone

as Fields's statement to the USTA. "Like it or not, this decision could well be one of the hallmarks, for better or worse, of your tenureship at the Federal Communications Commission. We will consequently be watching it closely." The letter goes on to say, "Your decision will tell the undersigned plenty about you."

Hundt would not comment on the possible cable rate increase. "I'm not going to predict how the commission is going to vote," he said. But commission sources say Hundt has proposed an across-the-board rate decrease.

The amount of the rollback still is being discussed, but one commission source called Hundt's proposal "drastic." Commissioner Andrew Barrett reportedly opposes a rate rollback, while Commissioner James Quello is in the middle. Quello has said he would like to see overall cable rates fall, but he also has expressed concern about the impact of rate reductions on small cable operators.

Subcommittee members and some cable system operators say the FCC is under political pressure to reduce rates, since the Sept. 1, 1993, rollback actually resulted in rate increases for 31% of cable subscribers. Almost 70% of subscribers saw their bills decrease. —CS



Jack Fields (R-Tex.)



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# Go along to get along the superhighway

By Jim Cooper

**F**our corporate leaders from opposing corners of the industry met on the same platform at a seminar last week sponsored by the International Radio and Television Society and BROADCASTING & CABLE.

But the ensuing discussion in a panel moderated by BROADCASTING & CABLE Editor Don West, centered around their likely coexistence rather than their struggle for survival.

USA's founder, president and CEO, Kay Koplovitz, said the future will be full of "collaborations" as well as "consolidation, mergers and buy-outs." Even if one player eventually dominates the industry, there is "by no means a consensus in the business" as to which player it will be. At least in the near term, said Koplovitz, there will be a relatively good environment for competition: "I don't think you'll see a mass exodus."

The two biggest players, cable and telephone, separately do not have "all the pieces," she said, but together they do. And where does that leave broadcasting? "We can survive quite comfortably in the middle," said NBC President Robert Wright.

There is still a role for free televi-

sion on an information super "toll-road" in which there will be "virtually nothing that's not charged for," Wright said. "We are the only thing out there without tolling," he added.

Sounding a harmonious tone was

multiple partners" and that such coexistence will continue partly because the various players will be employing "complementary skill sets."

W. Patrick Campbell, who recently joined Ameritech from Sony Home



*W. Patrick Campbell, executive VP, Ameritech; Kay Koplovitz, president/CEO, USA Networks; Dennis Patrick, president/CEO, Time Warner Telecommunications, and Bob Wright, president, NBC*

Dennis Patrick, president/CEO of Time Warner Telecommunications. The networks will be important and "the broadcasting industry has a tremendous role to play," he said. "They will be a much greater magnet for content production, and they have the brand."

The former FCC chairman said the "marketplace is going to support mul-

Video, said the new technology will affect content. As an example, he said, the information superhighway will "adjust the thrust" of filmmaking. Producers will have to make more consistently good movies to be able to compete in the world of video on demand: "Content will have to become superior in order to become financially successful." ■

## Smith responds to superhighway skeptics

Skeptics who doubt the technology and marketability of new forms of television are misinformed, Raymond Smith says. The chairman and chief executive officer of Bell Atlantic told last week's IRTS/BROADCASTING & CABLE seminar that the convergence of television, telephone and computers is a fact of life.

"It's clear that before this industry transformation is through, your computer will speak, your TV will listen and your telephone will show you pictures," Smith said.

However, Smith called the 500-channel paradigm "plain wrong...No one ever asks

how many channels there are on the telephone network or complains about the number of information sources it connects you to. That's because you know exactly how to use it to reach exactly who you want to talk to." After the industry's transformation has taken place, "we probably won't use the word 'channel' ever again."

Smith responded to those who doubt that consumers would be interested in the possibilities interactive media



could offer. "All you have to do is watch the average TV viewer furiously channel-surfing through the same 30 channels to know that most consumers will be thrilled to have the chance to exercise more control over what comes into their living room—provided the technology is easy to use and the services are affordable."

Many "killer applications" already exist, although in "dreadful distribution services," he said.

Smith also set out Bell Atlantic's regulatory agenda in his three "big rules." "This will be a competitive industry in every facet...the more varied and diverse the choices for consumers, the better; the future belongs to open, not closed, systems," he said.

He argued that competition among companies and diversity for the consumer would best be served if regional Bell operating companies, including Bell Atlantic, were allowed to enter businesses from which they are now restricted.

—GF





Larry Chiagouris, president, Decision Shop; Joyce Tudryn, associate executive director, IRTS; Greg Riker, director, future home technology, Microsoft; Nancy Stover, project leader, Your Choice TV, and Mark Kravitz, director, programming content, Downtown Digital.

## Programmer or programmed? More than one kind of customer

By Jim Cooper

**N**obody knows whether viewers will embrace or reject the chance to interact with their televisions.

That was the conclusion of four industry experts in home-viewing technologies who joined moderator Joyce Tudryn, associate executive director, IRTS, in wrangling with the potential of home programming at a IRTS/BROADCASTING & CABLE seminar.

Larry Chiagouris, president of The Decision Shop, a New York-based marketing and consulting firm, said the reception to home interactivity has yet to be determined. Recent studies have found varying levels of interest on the part of viewers, he said.

In the near future, said Chiagouris, viewers will likely be divided into two main groups. The first group, which he called "prospects," will embrace interacting with television. These "prospects" will perceive that interactive programming uses less time, gives them more control and broader relationships and is less work.

He called a second, larger group "fence sitters." They will not completely reject the chance to program their television viewing but will see interactive programming as alienating and elitist, taking up more time, and providing them with less control and more work.

Those consumers willing to take advantage of the new technology will find it a real benefit said Greg Riker,

director, future home technology for the Microsoft Corp.

Riker said self programming will allow the viewer to make more informed decisions about which brands to buy and which editorial guides and usage patterns to follow. "The consumer is seeking relevance" in programming, to make informed decisions, says Riker. "Technology gives us a way to do that," he said.

Along with Chiagouris and Riker, the panel included Marc Kravitz, director of programming content, Downtown Digital, and a consultant to AT&T, and Nancy Stover, project leader for Your Choice TV, Discovery Communications.

Stover showed how the viewer can self-program more information about Janet Jackson and enter a sweepstakes after she was featured on a show like *Entertainment Tonight*. The interactive technology would also allow sports fans to watch an array of different highlights as they occur and see and hear reaction from others watching the game at home, as shown by Kravitz.

"We are committed to a year or so of testing," said Stover. Your Choice TV is presently being tested in eight areas around the country. AT&T also has a prototype system for interacting with programming.

Viewers don't want to have their worlds changed, said Kravitz. "It is incumbent on us to give them a reason to do so."

## Redstone sees software as key to superhighway

By Jim Cooper

**S**peaking on the multiple challenges of a multichannel universe, Viacom Chairman Sumner Redstone last week told an International Radio and Television Society luncheon audience that whoever creates, acquires, promotes and packages programming will win the race on the information superhighway. "Software is the key, and that is not a cliché," he said.

Describing recent developments in communications as a "massive revolution," Redstone extolled technology as limitless while warning that "there's a limit to what the consumer will purchase."

The Viacom chairman said the real test of the new information age will not be the mere creation of 500 channels, but rather the ability of companies to "harness technology" to deliver what consumers want.

Touching on a range of topics in his address, Redstone also stressed the importance of advertising and promotion, which, he said, "will not change, no matter what."

"The outlook for American marketers will not be a clear shot," he said, adding that the marketplace will become increasingly complex with the advent of full-service networks offering precision marketing capabilities.

Brand names, he said, will be highly valuable in the information superhighway, "because people will select products they are associated with."

Surrounded by reporters after his address, Redstone refused to discuss his bid for Paramount or that of rival bidder Barry Diller.

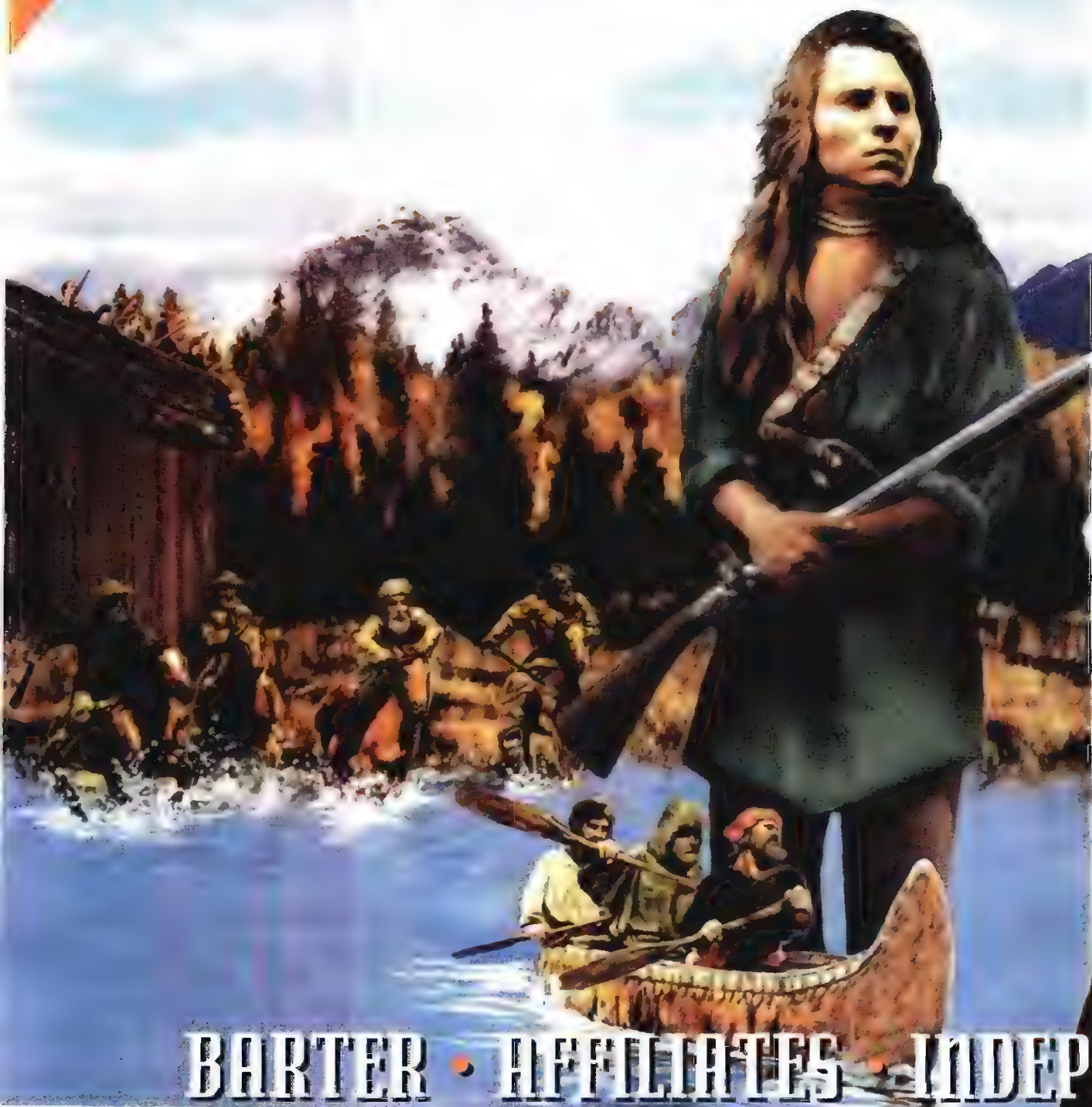
**Brand names will be highly valuable in the superhighway, "because people will select products they are associated with."**



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# TV stations and wireless cable: a partnership?

By Geoffrey Foisie

**I**n need of marketing and financial help, wireless cable operators are trying to forge partnerships and other alliances with local broadcasters.

Discussions are under way in a number of markets. And on behalf of its members, the Wireless Cable Association plans to court broadcasters at the National Association of Broadcasters convention in Las Vegas next month.

The operators are pitching a variety of arrangements, including marketing, engineering and even ownership. FCC rules bar TV stations from owning local cable systems but allow them to own wireless systems.

Wireless cable uses 2 ghz microwave channels to broadcast scrambled cable programming to subscribers.

No deals have been struck, but Meredith Broadcasting's Phil Jones and Bonneville International's Rodney Brady have heard the wireless pitch and say they are interested.

Operators and broadcasters cite several reasons that cooperation between the over-the-air media makes sense:

- Many TV stations still generate significant amounts of money. Wireless operators need cash to build transmitters and to acquire consumer antennas and converters.

- A major operating expense for wireless cable is marketing. TV stations with excess airtime could carry

wireless ads in exchange for equity or some other consideration.

Clear Channel Communications President Lowry Mays said some of that company's radio stations already barter their advertising time for advertising time on wireless cable systems.

- Wireless cable systems get local availabilities from the cable networks they carry, just as wired cable operators do. Lowell Hussey, who heads Cross Country Wireless Cable's operations in Southern California, said he is talking with some Los Angeles area TV stations about having their sales forces sell time on the Cross Country systems.

- Wireless is now marketed, for the most part, as a cheaper version of cable. As cable comes up with technologically exclusive features, wireless may have to develop its own exclusivity. One way to do so would be to have programming produced exclusively for it by a TV station.

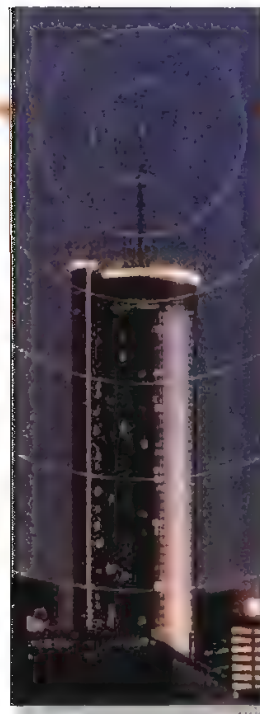
Television stations also may benefit from a partnership, since having a strong competitor to cable would strengthen TV stations' leverage during the next round of retransmission negotiations. There could be more specific benefits as well:

- Broadcasters may find it helpful to hook up with a co-located facility that has 200 mhz of over-the-air spectrum. Brian Gast, president/CEO of American Telecasting, which operates mostly in mid-size markets, suggested

that wireless might even be able to help out TV stations in meeting HDTV requirements: "Broadcasters are wrestling with how to deploy HDTV in a phased manner without rebuilding their entire facility. They might be able to coordinate with wireless, which would carry the HDTV signal until HDTV sets are more widely used in the marketplace."

Technological developments could also find TV stations working with wireless on data transmission, said WCA President Robert Schmidt: "We recently demonstrated a transceiver that allowed us to return information to the transmitter using a subscriber's antenna. So we could do a packet switched network on the back of the station's video signal and do the returns on the wireless side."

With these and other possibilities, why haven't partnerships developed between wireless cable and TV stations? One hindrance, said Gast, was that some broadcasters were "skeptical of how successful wireless cable, without a large base of customers, would be."



## QVC promises Paramount shareholders a Feb. 15 valentine

There is a "50/50 chance," said Oppenheimer & Co.'s Jessica Reif, that the battle for Paramount will continue past tonight's (Feb. 14) "deadline." As some people found out to their surprise last Friday, the Feb. 14 "deadline" established by the Paramount board was only final if either the QVC or Viacom tender offer proved successful in attracting a 50.1% majority of Paramount shares. If neither bidder could convince enough Paramount shareholders to tender, then the bidding procedure was subsequently void. That meant that either party would then be free to revise their bid, effectively moving the battle for Paramount back to square one.

Going into last week, QVC was perceived to be behind, so it was in the home shopping company's interest to at

least prevent Viacom from getting 50.1%. It tried to do so by hinting to Paramount shareholders that if they did not tender to Viacom, QVC might be prepared to raise its bid after the deadline became void. Viacom responded to reports of the QVC effort by accusing it of effectively altering its bid in advance, which it claimed was in violation of the agreed upon bidding procedures.

Viacom said: "We...will consider all options and remedies available to us under the merger agreement and the federal securities laws." Thus it looked possible last week that the takeover battle could end up in Delaware court again. QVC made its own accusation, including that Viacom shared "material non-publication information" with securities analysts.

—GF



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# 4 CHEERS FOR THE RED WHITE AND BLUE



# DBS services ready their lineups

By Rich Brown

**D**irectTv, Hughes's direct-broadcast satellite venture, will launch in April with a \$21.95 basic monthly package of 23 cable networks, including two pay networks (Encore and The Disney Channel) and a new business news channel from Bloomberg Financial Networks.

New York-based Bloomberg Direct will be a daily financial news channel (6 a.m.-7 p.m.) featuring talking heads and on-air graphics. The service will be produced in association with the U.S. Chamber of Commerce.

Other networks signing on with DirecTv last week included A&E, CNBC and PrimeTime 24 (a channel offering three network affiliates: WABC-TV New York, WRAL-TV Raleigh [CBS] and WXIA-TV Atlanta [NBC]). DirecTv also struck a pay-per-view licensing agreement for Walt Disney movie titles.

Pricing has been completed for DirecTv and Hubbard Broadcasting's United States Satellite Broadcasting, a competing programmer sharing the same satellite, DBS-1. The packages:

## DirecTv

■ **Personal Choice I**—\$21.95 per month. Available in April. Approximately 25 cable networks, including A&E, CNBC, ESPN, TBS, TNN, C-SPAN, CNN, The Learning Channel, The Sci-Fi Channel, TNT, Court TV, The Cartoon Network, The Discovery Channel, CMT, E!, The Weather Channel, Headline News, Turner Classic Movies, USA, The Family

Channel, Bloomberg Direct, The Disney Channel and Encore. Also included are one \$3.95 PPV credit per month and a DirecTv PPV preview channel.

■ **Personal Choice II**—Once the second DBS satellite, DBS-2, is launched in fall 1994, Personal Choice I will expand to become Personal Choice II but will be priced the same. Networks in the package include CNN, ESPN, The Cartoon Network, TNN, TRIO, Turner Classic Movies, USA, TBS, TNT, C-SPAN, Headline News, The Discovery Channel and Bloomberg Direct. Also included are seven multiplex channels from Encore or 10 of the more than 20 remaining services, including A&E, CMT, CNN International, E!, The Family Channel, The Sci-Fi Channel, The Travel Channel, C-SPAN2, CNBC, Court TV, Newsworld International, The Learning Channel, The Weather Channel and others to be announced. Also provided at no extra cost is The Disney Channel (East and West Coast feeds), 30 digital audio channels from Digital Cable Radio, one \$3.95 PPV credit each month and a DirecTv PPV preview channel.

■ **Total Choice**—\$29.95 per month. Also available once the second DBS satellite is launched in fall 1994. The package includes all of the Personal Choice selections plus the seven-channel Encore multiplex, The Disney Channel (east and west), the DCR digital audio channels, two \$3.95 PPV credits per month and the DirecTv preview channel.

(PPV movies for all DirecTv packages will be \$1.95-\$3.95 per title.)

## USSB

■ **Basic**—\$7.95 per month. Includes MTV, VH1, Nickelodeon, Nick at Nite, All News Channel, Comedy Central and Lifetime.

■ **Showtime Plus**—\$23.95 per month. Basic plus a three-channel multiplex version of Showtime, The Movie Channel and Flix plus the above basic channels.

■ **HBO Plus**—\$24.95 per month. Basic plus a five-channel multiplex version of HBO, a three-channel multiplex version of Cinemax plus the above basic channels.

■ **Premium Plus**—\$34.95 per month. Basic with Showtime Plus and HBO Plus.

■ **USSB** will offer one free month of Premium Plus to customers purchasing the home receiving package, which is expected to retail around \$700. ■

## Broadcast comedies to test on cable

*Comedy Central to be network test bed*

By Rich Brown

**I**f all goes according to plan, cable channel Comedy Central could wind up as a major force in broadcast network comedy development.

The all-comedy network has struck deals with top talent agencies Creative Artists and Messina Baker Entertainment to develop talent to debut on Comedy Central and then possibly be spun off to the broadcast networks.

The three-year CAA deal calls for at least three 4-episode series by year's end, including a project from producer Francis Ford Coppola. The Messina Baker deal, done in conjunction with Comedy Central sister company Viacom Productions, calls for six half-hour sketch comedy shows, possibly more, debuting on the cable network this summer. ■



## Tonya talks... and cashes in

Figure skater Tonya Harding reportedly got \$600,000-\$675,000 to talk to *Inside Edition* last week, which would set a record for checkbook journalism. CBS and radio syndicator Major Networks also had interviews. CBS said it paid nothing, while MN President Chris Devine said he paid "less than a hundred thousand, but it's still a lot."



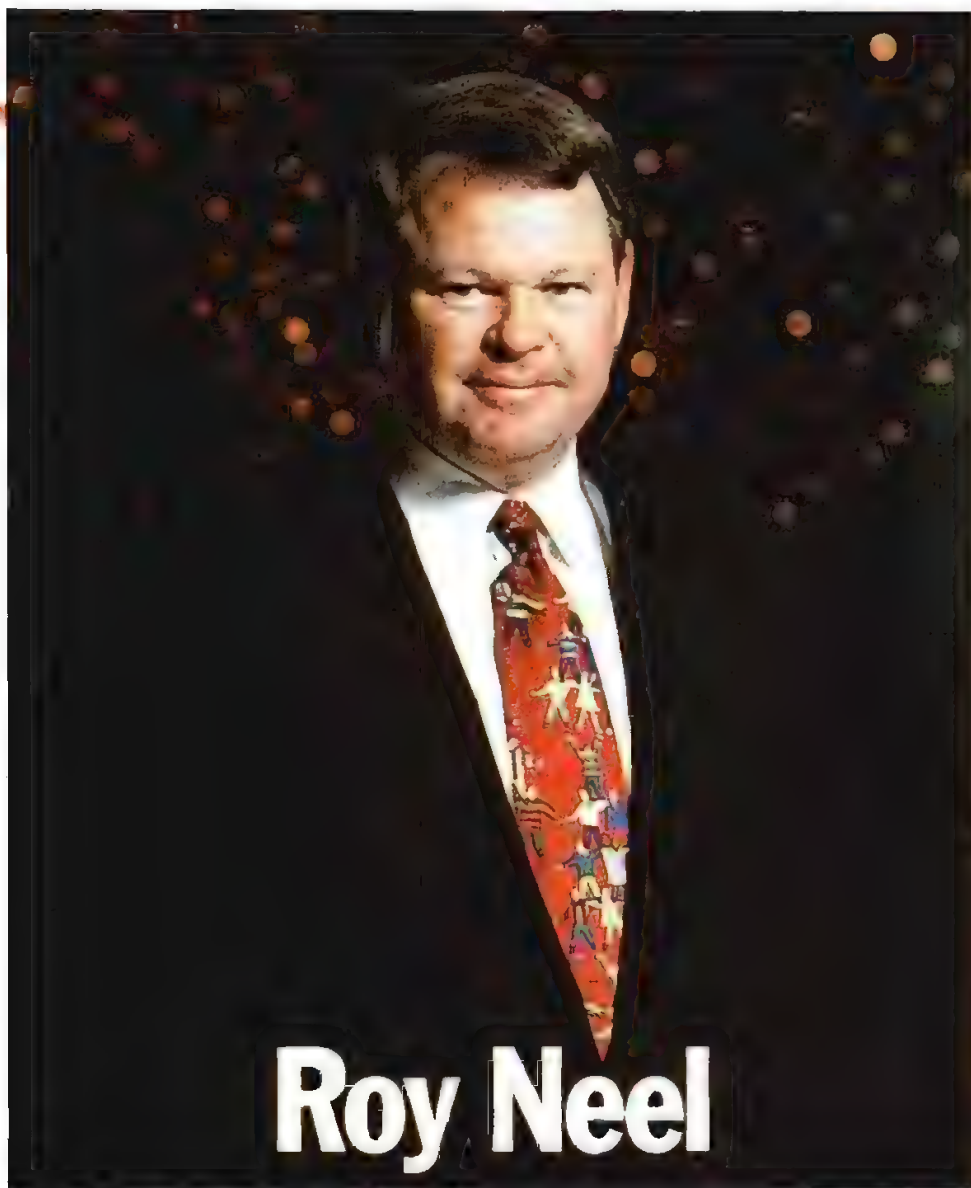
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**Roy Neel**

## Answering USTA's call

**L**ast year President Clinton tapped Roy Neel to help bring order out of the chaos of the fledgling administration. This year, as the new president of the United States Telephone Association, Neel's job may be equally tough. He has to bring USTA out of the shadows of the telephone companies' powerful individual lobbies, while helping to shape the fast-moving information superhighway legislation. In this interview with BROADCASTING & CABLE editors Kim McAvoy and Harry Jessell, Neel begins delivering the telcos' message of evenhanded competition and new business opportunity.

**How confident are you that Congress will pass the so-called information superhighway legislation this year?**

I'm very confident. I don't think the stars were ever aligned like this, with the leadership of both parties on the key committees in both houses and the White House, not to mention the FCC, with the same goals here. It's extraordinary.

For the first time ever, you will see the Congress working very closely with the White House in getting this done. That's never happened before. Never happened. For the past 12 years, the White House has sided with one sector of the industry to stop legislation.

**But there seem to be a lot of differences in the bills that have been floated thus far, reflecting differences of opinion.**

Yes, there are differences, but it would be a miracle if they were all in agreement over the specific language at this point. Even though you had a couple of bills introduced last year, this is basically still the starting line.

**Some of these differences are real sticking points. We've been told that**

COVER STORY



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## It's been a wild year-and-a-half ride for Roy Neel



As a top aide to then-senator Al Gore, Neel plunged into the presidential campaign in the summer of 1992 after Bill Clinton tapped Gore to be his running mate.

Neel joined the administration in January as chief of Vice President Gore's staff, but soon moved to the White House as deputy chief of staff to President Clinton in an early organizational shakeup.

Neel drew some criticism from being among the first high-ranking officials to leave the White House for a lucrative lobbying job. USTA is reportedly paying him around \$500,000 a year.

The native Tennessean began his career as a reporter in Nashville but eventually strayed into city and

state politics. As a state official in the mid-1970s, Neel hooked up with the ambitious Gore and followed him to the House, then to the Senate and finally to the White House.

Neel, 48, is well known in communications circles. He and Gore have been actively involved in communications legislation throughout their 15 years on Capitol Hill. They were frequent critics of cable, favoring measures to foster competition to the local cable systems—be it from the home satellite industry or the telephone industry.

Neel, whose USTA job doesn't officially get underway until March 1, lives in Washington with his wife, Suzanne, and three children. —HAJ

the battle over whether to allow regional Bell operating companies into the long-distance business could kill the legislation.

It won't kill it.

**Then would the RBOCs allow legislation to move that didn't permit them into long distance?**

That is not the strategy of the Bell companies right now. But too many of the key players are committed to making legislation happen this year to have it easily stopped by any one sector of the industry—any power center in the Congress.

If long-distance relief is not included in the bill, it seems to me it would be because there was some conclusion that it is not in the public interest. On the other hand, I don't think the White House or the Congress is interested just in preserving AT&T and MCI's turf. I don't see any reason for them to do it.

**Are the telcos willing to accept provisions that would delay their entry into long distance for a number of years or until they are subject to local competition?**

Yes, I think so. There's room for compromise on phased entry, but the devil's in the details. I mean, how many years and what does the competitiveness test amount to?

As long as the competitiveness test is real and not simply an entry barrier disguised as a competitiveness test, then I think the industry can work with that.

**Senator Hollings in his legislation cuts broadcasters some deregulatory breaks to insure that they remain competitive. Do you think broadcasters deserve such breaks?**

They got a pretty good break in the cable bill in 1992.

I'm not entirely familiar with what's in the bill for the broadcasters, but broadcasters clearly have an opportunity here. They're like the cable industry or the publishers or anyone else in this area.

They can all play. And it seems to me the challenge is to figure out how they're going to diversify their own business activities beyond terrestrial distribution.

**But do broadcasters deserve preferential treatment on the superhighway, as they claim they do?**

It's a slippery slope. How can you say that a broadcaster deserves some sort of discount for carriage in a totally open competitive marketplace and the local publisher doesn't? The local publisher can make the same kind of argument that the local broadcaster can make in terms of localism.

So I think a better solution is to provide fair and equitable access at fair and equitable rates to everyone who wants to be on this network.

Broadcasters have a fair claim not to be discriminated against or not to be put at a disadvantage. But do the broadcasters, for instance, deserve to avoid having to contribute to a fund for universal service? No, I think not. But I guess there may be some sort of flexible tariffing here that the FCC can come up with.

**One of the things broadcasters are asking for is must carry on telco-owned broadband networks just as they have on cable systems.**

There's a huge difference between the marketplace situation faced by broadcasters dealing with cable access and the marketplace situation that will be faced by all information service providers, of which broadcasters are one, and a national telecommunications network.

If you had a network controlled by a company that was also selling services similar to broadcasters', and shutting out broadcasters in the process, denying access to their networks, you could make a strong case for some kind of special protection for broadcasters.

But that is not the kind of environment we're going to have here. If you have one pipeline that is owned by the local telephone company, the cable system or the electrical utility, then the broadcasters ought to have access to that.

But if you're going to have lots of players, should we lock in terrestrial broadcast as the product of choice or preference for these networks? I think not.

**You've been publicly critical of the Senate bill that Senator**



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**Hollings has pulled together. Why?**

I don't think the sponsors are fully aware of how that bill could affect the telephone industry. I say "could" because many of the problems in that bill are caused by ambiguity and by potential scenarios that could be set up.

Someone has pointed out that as now written, the bill would permit a wireless telephone operator to come into a rural community, erect a tower and get reimbursed by the universal-service fund.

Now, that's crazy. Basically, you would then have a situation where that provider would make no contribution to universal service other than taking from the universal-service fund to compete with the local operator. That's not parity in any sense of the word.

The point of universal service is not to put certain com-

panies into business or certain companies out of business or provide a competitive advantage for one or the other, but to make sure the consumers are served.

**The telephone industry seems to be more comfortable with the House legislation advanced by Congressmen Brooks and Dingell.**

Brooks-Dingell certainly has the fewest problems of the various vehicles. It would represent progress for the industry and for consumers, we believe.

**Brooks-Dingell lets local telcos into long distance and manufacturing, but it's silent on local cable-telco crossownership. Don't you care about video entry?**

Of course we do, but there's a kind of unanimity now—on the Hill and in the industry—that there should be relief for the two industries to compete.

The fine-tuning of that is a very real issue, however. If you're going to let cable companies into the telephony business, then you should let telephone companies into the cable business. But, more important, both should play under the same rules.

If you have a situation where cable companies are free to compete for local telephone users—particularly institutional and business users, where the larger revenue stream exists—then they should be put under the same kind of regulatory responsibility as the telephone companies.

**Why?**

The most severe threat, in a large generic way, to universal service would be to have the local telephone companies face competition from those who aren't burdened by the same regulatory restraints and the same obligations to contribute to a universal-service fund of some kind.

It would not only be lack of parity for business interests, it would put consumers at risk because it would undermine the kind of universal service we now enjoy.

**We've heard that Senator Breaux is considering legislation or amendments that may solve some of the telephone industry's problems.**

Well, we certainly hope to talk to Senator Breaux about that. He has been a very effective spokesperson on behalf of consumers represented by local exchanges, and we would really welcome that and I think the committee would welcome that. He can be a forceful voice for improving whatever legislation moves through that committee.

**At the end of the day, what does the telephone industry want to get out of this legislative action?**

There is unanimity in the industry that it is important to get long-distance relief, manufacturing relief, cable relief. But the one thing, I believe, that probably represents the broadest consensus is that all of those who play must pay.

**Do you mean that everybody pays for access to the network?**

Well, it could be that. But what I really mean is that every-



panies into business or certain companies out of business or provide a competitive advantage for one or the other, but to make sure the consumers are served.

**What most disturbs you about the bill?**

The competitiveness test for long distance is so severe as to amount to a real barrier at this point.

My view of what Senator Hollings and Senator Danforth have done with this bill is to set a very high bar on all fronts and then work off those bars after they do hearings and after they begin a markup process.

It's a time-honored practice. Getting to a perfected form of that legislation—that's what their business is all about up on the Hill.

**So you think the bill can be fixed?**

This bill is not to be feared, in particular because the sponsors of this bill, almost all of them, have always been very sensitive to the issues, particularly of small rural telephone companies. If we can make our case, Senator Hollings and others are going to be receptive to dealing with the problems. We can make the case. We've got a good forum up there. There doesn't appear to be any hostility toward the local exchanges in perfecting that bill, and the local tele-



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one should make a fair contribution to insuring universal service for all. And the administration clearly seems to be absolutely committed to making sure that we don't balkanize the information highway.

#### **Why not leave the universal-service question to the states?**

That could lead to severe disparity among the 50 states as to how universal service is provided. You will have some states that will be more aggressive in insuring this. But then there's the problem of having what are truly national telecommunications companies facing a balkanized regulatory environment—50 different states, 50 different plans. Some states may make universal service voluntary. Some may be very, very aggressively pro-consumer in mandating lifeline services. Some may require that everyone that provides "communication services" must pay some ad valorem tax into a pool.

I don't think that's the intention of the Hollings bill, but that's what it suggests to us. In our view, it would be better to spell out what the definition of universal access and universal service is going to be.

#### **What does USTA mean when it talks about "regulatory parity"?**

It's fairly simple. What it says is that anyone who competes in a market in a certain line of business should face the same regulatory environment that all the other players face.

**That's not the approach taken in the 1992 Cable Act. Cable overbuilders—new cable competitors—would not be subject to the same regulatory regime as incumbent operators. Why wouldn't that approach work for companies that want to compete with the local telcos?**

I'd hate to follow the '92 Cable Act in developing this legislation. But I think the principle of regulatory parity is still sound. You're still working toward regulatory parity at some point.

#### **So you would concede that the new entrant doesn't have to be burdened with the same regulatory scheme initially, that regulatory parity could be phased in?**

That's one way to stimulate a competitive environment. But you could do severe harm to service in high cost areas by taking the phase-in approach where you have a new entrant.

We tend to define new entrants, new competitors, as little guys competing against really big guys. It's not like that. You can hardly call Time Warner or AT&T or IBM a little guy. It hardly makes sense to provide a competitive advantage for AT&T to come into a local telephone exchange and sell some service without any of the regulatory burdens that the local telephone company has. It's nonsense, in my view.

#### **What are your goals for USTA?**

I hope and expect that USTA will be a leading voice for this industry and help it protect its ability to provide affordable telephone service to everyone in this country and help it survive and grow in this new competitive environment.

Now, what that's going to involve is a much more aggressive public profile for me, our members and the

association in general than it's ever had before.

We've had the advantage of having a number of the member companies develop very strong operations in Washington, and that's a plus. USTA has not been a significant voice for consensus in this industry, helping the players figure out where they want to head. I'm determined to help it do so. I'm determined to help the industry, through USTA, be a more forceful voice.

#### **Will the USTA member companies be able to hang together on these superhighway issues?**

Oh, I think so. There has always been, and there always will be, big company-little company tensions. There will be tensions between independents and the Bell companies. Those are historical. But it's not a lot different from the

tensions that [National Association of Broadcasters President] Eddie Fritts faces between radio and television and between stations and the networks or what [National Cable Television Association President] Decker Anstrom is now facing between small and large MSOs and between programmers and operators.

The internal politics of trade associations can be byzantine at best, but I don't think they're any more fractious now. The business plans of these companies vary widely. But there is a common thread that runs through this industry that will continue to give it not only a reason to exist, for the association to exist, but also a reason to band together.

#### **Are you planning any major changes for the association?**

This is a fairly modest-sized operation. It's smaller than NCTA and much smaller than NAB. It reflects the kind of conservative nature of the people who build and operate telephone com-

panies. I have no goals to expand staff and raise and spend a whole lot more money. But what I do want to do is use the resources we have more efficiently.

#### **I wonder whether you will still consider the RBOC's Washington lobbying offices a "plus" a year from now.**

Look, having a central authority speaking for the entire industry without any disagreement may be an advantage. But I've never thought that that was all that big an advantage as it related to the telephone companies here.

Those companies are going to maintain a presence here. And I'm pretty confident that I can really help them do the work that they do. I'm not here to supplant their work; nobody expects me to make them irrelevant. They do have some other agendas.

#### **Are the communications trade associations going to converge like the industries they represent?**

Maybe. But it's highly unlikely you will have one trade association representing telephone and cable, much less telephone, cable, publishers, broadcasters, cellular and all that.

There are a lot of mutual interests there. But those companies are for a long time going to look very different at the local level ■

*"You can hardly call Time Warner or AT&T or IBM a little guy. It hardly makes sense to provide a competitive advantage for AT&T to come into a local telephone exchange and sell some service without any of the regulatory burdens that the local telephone company has."*

## CBS eyes February sweeps win

*Network is out of blocks strong, with Olympics still ahead*

By Steve Coe

**C**BS jumped out to an early lead in the February sweeps through last Tuesday night, thanks to ice skating and its dominating Sunday night lineup.

The quick start by CBS bodes well for the network for the rest of the sweeps, given CBS's 16 days of winter Olympics coverage, which historically virtually assures a sweeps victory by itself.

With six days of the Nielsen-measured sweeps already played out, CBS is leading with a 14.2 rating/22 share, followed by ABC's 13.4/21, NBC's 11.6/18 and Fox's 7.3/11.

Despite CBS's household strength, however, the network continues to lag behind ABC and NBC in the key adults 18-49 demographic. In that category, ABC leads with an 8.3 rating, followed by NBC with a 7.3. CBS is averaging a 6.6, and Fox is in fourth with a 5.3.

CBS got a strong start from convincing wins on Saturday and Sunday nights, Feb. 5 and 6. On Saturday, the network averaged a 13.0/23 on the



*'Murder, She Wrote' was one early winner.*

strength of *Dr. Quinn* and the ice-skating special *Nancy and Friends* featuring Nancy Kerrigan. On the night, CBS bested second-place ABC by 2.5 rating points. On Sunday night, CBS nearly doubled second-place ABC, averaging a 20.9/32 to ABC's 11.7/18. *Murder, She Wrote* improved on its *60 Minutes* lead-in by almost 7 rating points, and the *CBS Sunday*

*Night Movie* improved on that, averaging a 21.6/32 at 9-11 p.m. The movie *Breathing Lessons*, starring James Garner and Joanne Woodward and sponsored by Hallmark, was the network's highest-rated movie since *Sarah, Plain and Tall*, which aired in February 1991.

ABC had been expected to capture Monday, Feb. 7, with its three-hour telecast of *The American Music Awards* from 8 to 11. However, a repeat airing of "Fried Green Tomatoes" on NBC also at 8-11, pulled in a 16.7/25 and beat the awards show by seven-tenths of a rating point. It marked the first time a network had beaten ABC on the night of *The American Music Awards* since 1981. CBS, with *Evening Shade* and a two-and-a-half hour presentation of "Lethal Weapon 2" (its third airing), averaged an 11.6/17.

Last Tuesday night, ABC averaged a 17.5/26, based on the strength of *Roseanne*, *Coach* and *NYPD Blue*. CBS was second with a 14.4/22 and NBC third with an 8.4/13. Fox finished the night with a 4.0/6. ■

## Schlesinger replaces Solomon at WBTV

By Mike Freeman

**W**arner Bros. has named Jeffrey Schlesinger to succeed Michael Jay Solomon as president of its international television distribution arm.

Schlesinger, who has served as senior vice president of international television distribution, will assume the post effective April 1 and will report to Warner Bros.' executive vice president, Barry Meyer.

Schlesinger has been with Warner Bros. since 1989, when the studio bought Lorimar-Telepictures, where he had held international sales posts since 1983.

Solomon, who will remain affiliated with Warner Bros. through June 1994, left to form his own Los Ange-

les-based international telecommunications company, which plans to offer production, distribution and software services for emerging media technologies. (Studio officials credit Solomon with a 400% increase in international programming sales during the past five years.)

Meyer sees Schlesinger taking WBTV in a similar direction. "Previously, Warner International's TV activities were strictly related to the selling of our film and TV libraries," Meyer says. "Now, the exploding array of television delivery systems will enable WBTV to broaden its mandate and take advantage of these growth opportunities."

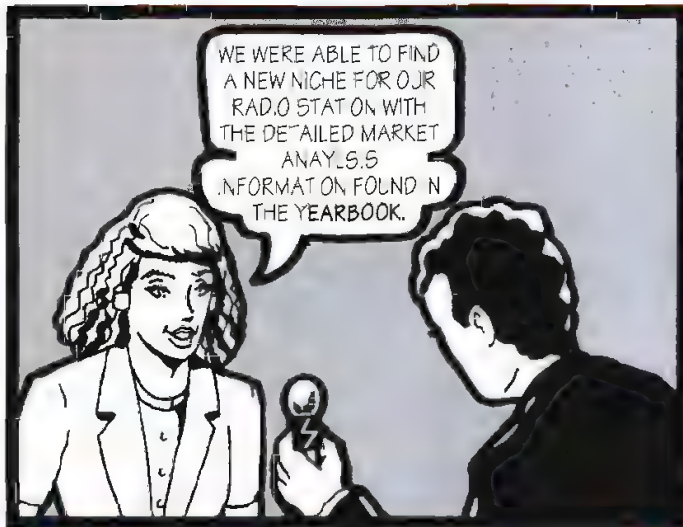
Many of these emerging media opportunities, according to industry

watchers, will be in Eastern Europe, where there is no set infrastructure for broadband cable and DBS delivery. The former eastern bloc countries are said to be an open playing field, and hungry for Western product.

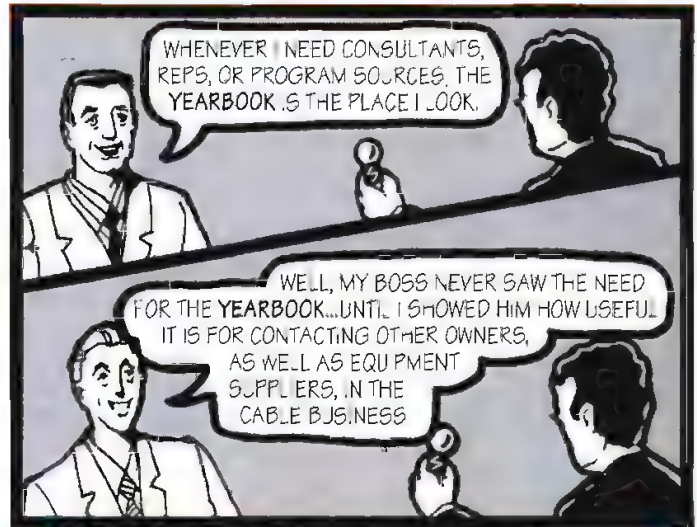
Schlesinger began his entertainment career as a film editor for CBS's *60 Minutes*, and then joined The Children's Television Workshop as international production and distribution manager, handling program sales of *Sesame Street* around the world. From there, he joined MCA TV International in 1979, where he was syndication sales manager based in Canada. In 1982, Schlesinger joined Astral/Bellvue Pathe as national sales manager for Astral Television, moving from there to Telepictures. ■



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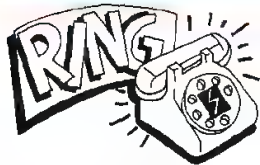
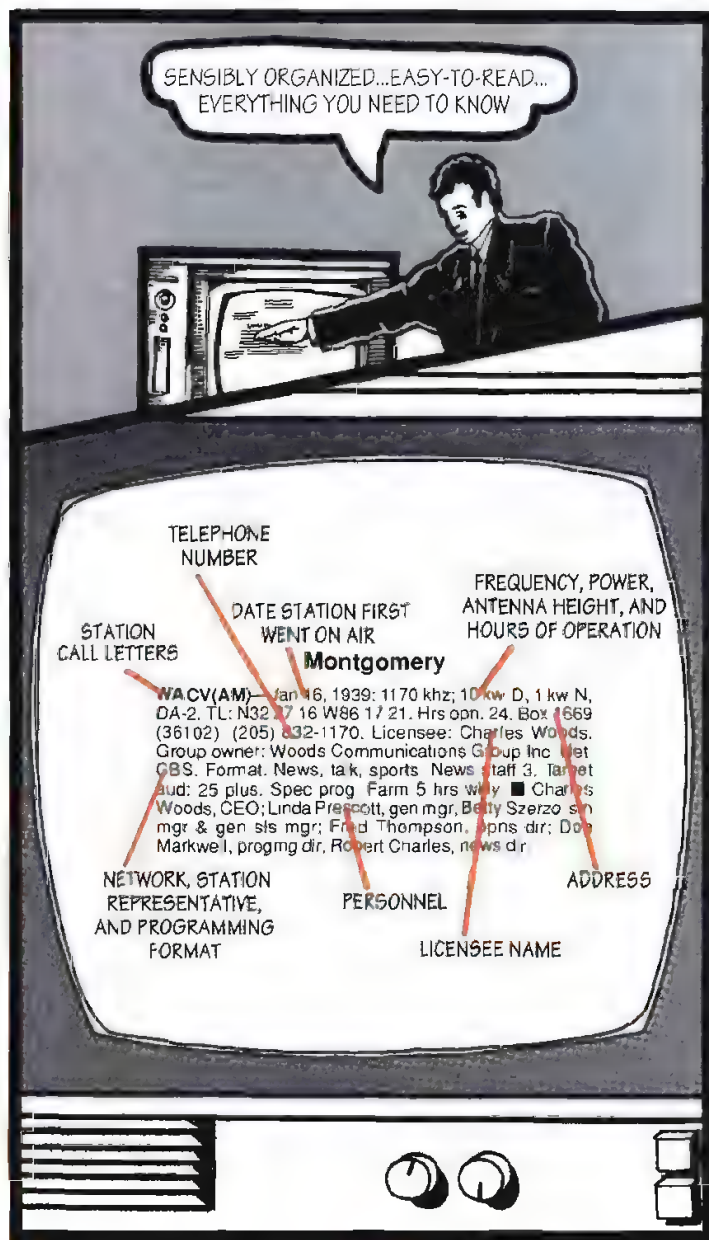


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# Violence study targets first-run

*Networks credited with improvement; Capitol Hill asks for copies of report*

By Mike Freeman

The Washington-based Center for Media and Public Affairs released a study last week that identified first-run syndicated hours as the "most violent" series on prime time TV. The same study credited the broadcast networks with a significant decrease in the number of perceived violent acts in their series programming.

Within hours of the study's release, requests came in from Capitol Hill for copies of the full study.

The center, a nonprofit organization that bills itself as a provider of "scientific content analysis" of entertainment and news programming, employed five "coders" to screen debut episodes of eight syndicated and 73 network series. They found that the eight syndicated shows together contained 33% more acts of "serious" violence (defined as armed and unarmed assaults, gun play, sexual assaults and suicides) than all of the network episodes combined. The broadcast networks were credited by CMPA with a 28% drop in the number of violent scenes (93 incidents in 1993 premieres compared with 119 incidents for 1992).

Among the syndicated shows targeted as most violent are some of the biggest ratings getters, including the two *Star Trek* series (see chart).

The timing of CMPA's study comes as syndicators are under increasing pressure to follow the networks' lead and police their programming, including inserting violence warnings on action-adventure series. Syndicators continue to argue, however, that labeling should be left to the local stations.

CMPA Executive Director John Sheehan says that the organization is not lobbying for an outcome on the violence issue. "We're just saying here are the facts, and it's up to the

broadcast networks, syndicators and legislators to decide how they will address the content issues."

CMPA's founders, Drs. Robert and Linda Lichter, husband and wife Ph.D.'s in sociology, wrote the best-selling book "The Media Elite,"

firms that Representative Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and Senator Paul Simon (D-Ill.) have requested copies of the full report.

With first-run syndication holding six of the top 10 spots on the most-violent-series list, syndication executives expressed concern last week that Congress and the FCC may pressure them to label or alter programming content.

"We would have a problem with labeling, because it basically opens the door to additional measures of censorship," says Cannell Distribution President Pat Kenney, whose independent studio produces and syndicates the highly rated first-run *Renegade* and *Cobra* action series, which made CMPA's list of violent shows.

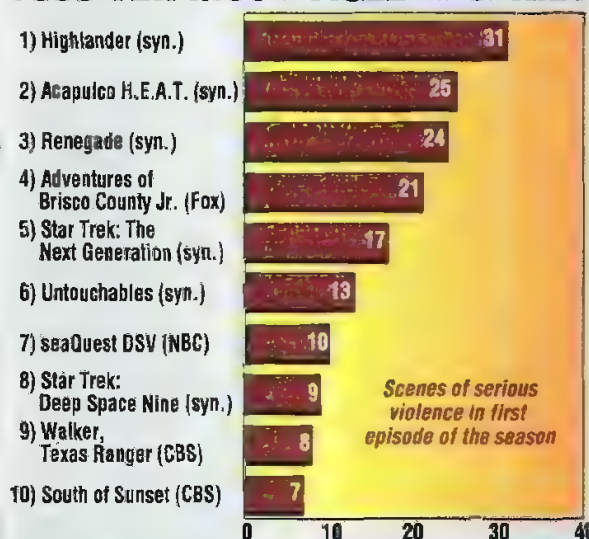
"These activist groups and Congress should leave the labeling to the medicine cabinet," he says. Kenney questions the "validity" of CMPA's research, suggesting that it's "unfair" for the organization to "restrict" screening to the premiere episodes of network and syndicated programming.

"All of these premiering or season-opening series require a lot of establishing material about the history of the characters," he says.

"Michael Dudikoff's character in *Cobra*, for example, has to deal with being disfigured from a shooting accident and coping with the rehabilitation from that," Kenney says. "[CMPA] may see it as violence, but that episode had a lot to do with how victims of shooting accidents have to cope with rehabilitation."

CMPA's Sheehan says the screening had to be confined to premiere episodes because of the amount of material being screened, but calls the sample "generally representational of the series' basic premise and framework."

## 1993 TEN MOST VIOLENT SERIES



*"These activist groups and Congress should leave the labeling to the medicine cabinet"*

—Pat Kenney

which identified media executives with the goal of making the creative community responsible for programming and how it affects society. "The networks have taken steps to reduce violence," says Robert Lichter of the study. "But the action-adventure series is alive and well in syndication."

Lichter suggests that the attention from Washington on the issue of television violence has "bypassed the most violence-prone part of prime time: syndicated programming."

Legislators already are showing interest in the findings. Sheehan con-

## HEADLINES

**MTV goes shopping**

MTV Networks will work with Minneapolis-based Fingerhut Companies on its earlier announced home shopping test. Fingerhut, a major multimedia direct marketing company, will oversee telephone order taking and fulfillment, merchandise warehousing and other customer services. MTV will supervise the creation and production of programming for the six-month home shopping test, which kicks off on its MTV, VH-1 and Nick at Nite cable networks beginning in late April.

**Kofalt resigns**

Jim Kofalt, president and COO of Cablevision Systems Corporation

and an 18-year veteran of the company, resigned last week. Kofalt's resignation comes as talk continues to heat up that the multiple system cable operator is seeking to merge with or form some sort of joint operation with a top telephone company. Cablevision, the nation's fifth largest multiple system operator, has yet to forge a major alliance with a telco.

**Full blown 'Wind'**

Turner Classic Movies, the newest cable network from Turner Broadcasting System, plans to debut April 14 at 7 p.m. ET with a first-ever uninterrupted and commercial-free TV presentation of the 1939 classic "Gone with

the Wind."

**Heading Home**

E.W. Scripps Company broadcasting division vice president Ken Lowe has been tapped as president of the company's upcoming cable network, The Home & Garden Television Network (HGTV). Lowe, a 14-year Scripps veteran, will retain his position in the broadcasting division. In other appointments, the network has named Susan Packard executive vice president. Packard most recently served as vice president of affiliate relations for CNBC. Lowe says Knoxville, Tenn.-based HGTV will launch in roughly 8 million homes later this year.

## 'Sirens' on for All American

*Firm go for former ABC action hour in syndication*

By Steve Coe

**A**ll American Television's *Sirens* has been cleared in 64 markets, covering 62% of the country and has been given a firm commitment, the company said last week.

According to Tony Intelisano, executive vice president, distribution and marketing for All American Television, the series, which details the professional and personal lives of three female rookie cops, has been cleared in eight of the top 10 markets, with only Boston and Washington left unresolved.

The show, which is getting a new life in first-run syndication, had a short run on ABC last season and was produced by ABC Productions. The new episodes for syndication will be produced by Telescene Communications and distributed domestically by All American. Ann Lewis Hamilton, who created the show for ABC, will return as executive producer for the new episodes. Adrienne-Joi Johnson and Liza Snyder, who starred in the original series, also will return.

Intelisano said company executives could not help but take notice of the violence issue, at the forefront of

the recent NATPE convention, but that they don't expect any trouble with the show. "Our position is that this is a police show but without any of the objectionable violence that people are concerned with. This is a show about three female cops who are trying to balance their personal and professional lives." Nonetheless, he said, the producers of the show and company executives were talking to station executives about the

show's content to assuage any potential concerns.

Intelisano said the show is being cleared in a number of dayparts including prime time on independents, which are using the series in conjunction with other action series. He added that some CBS affiliates have bought the show and are planning to use it on Sunday afternoon to fill the void left by the network's loss of football. ■

### ABC nixes smooch

A kiss is not just a kiss, says ABC, which once again is at odds with The Arnolds (Roseanne and Tom), this time over an upcoming episode in which *Roseanne* kisses another woman. The network has said it will not air the episode, which had been scheduled to air Tuesday, March 1. The episode has Roseanne accompanying her bisexual friend, played by Sandra Bernhard, to a gay bar. While there, Roseanne meets and dances with another woman, eventually kissing her. Throughout the remainder of the episode, Roseanne deals with the discomfort she feels. Mariel Hemingway guest-stars as the woman kissed. Thus far, ABC has remained mum on the matter, issuing only a "no comment" when contacted. In published comments, executive producer Tom Arnold says he was told by the network that the scene is "not the lifestyle that most people lead." Carsey-Werner, which produces the series, issued a statement last week saying "we're 100% behind the episode."

—SC



# MCA heading out with 'Last Call'

By Mike Freeman

**M**CA TV's *Last Call*, a fall late-night comedy strip executive-produced by Brandon Tartikoff, has picked up some key major markets, including KCOP(TV) Los Angeles.

KCOP is committing an undisclosed late-fringe time period, a studio spokeswoman says. Another recent pickup, KRON-TV San Francisco, intends to delay *Late Night with Conan O'Brien* by a half-hour in order to slot *Last Call* in the 12:30-1 a.m. slot (PT). That move reportedly has caused a rift between the Chronicle Broadcasting-owned station and NBC network officials.

The power of former NBC Entertainment chairman Tartikoff's name also apparently helped MCA TV wrap up some quality affiliate clearances. ABC affiliates signing up for show include WJLA-TV Washington, WFAA-TV Dallas, KOMO-TV Seattle, KSTP(TV) Minneapolis and KATU-TV Portland, some of which are considering *Last Call* as a lead-out from ABC News's *Nightline*. Fox affiliates, who recently were untethered by the network to schedule 11 p.m.-midnight slots as they desire after *The Chevy Chase Show* debacle last fall, include WFXT-TV Boston, WOIO-TV Cleveland and WOFL(TV) Orlando, Fla. Also, major NBC affiliate WMAR-TV Baltimore and major CBS affiliate KXTV-TV Sacramento signed up for the show. ■

## Top cable shows and nets

Following are the top 15 basic cable programs (Jan.31-Feb. 6), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. AFC/NFC Pro Bowl	ESPN	Sun 8:00p	3,906	6.2	4.1
2. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,687	4.3	2.9
3. <i>The Enforcer</i>	TBS	Sun 12:35p	2,473	4.0	2.6
4. <i>The Cisco Kid</i>	TNT	Sun 8:00p	2,451	4.0	2.6
5. <i>Lone Wolf McQuade</i>	TBS	Sun 2:35p	2,413	3.9	2.6
6. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,050	3.3	2.2
7. <i>Ren &amp; Stimpy</i>	NICK	Sun 11:00a	2,048	3.4	2.2
8. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,021	3.2	2.1
9. <i>The Terminator</i>	USA	Sat 4:00p	2,002	3.2	2.1
10. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,991	3.2	2.1
11. <i>Missing in Action 2</i>	TBS	Sat 2:05p	1,922	3.1	2.0
12. <i>Rocko's Modern Life</i>	NICK	Sun 11:30a	1,889	3.1	2.0
13. <i>Rugrats</i>	NICK	Sun 10:30a	1,880	3.1	2.0
14. <i>Smokey and the Bandit</i>	TBS	Sun 7:00p	1,878	3.0	2.0
15. <i>Chisum</i>	TBS	Sun 4:40p	1,861	3.0	2.0

The top five basic cable services for the week of Jan. 31-Feb. 6 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
1. USA	1,422	2.3/3.5
2. ESPN	1,195	1.9/2.9
3. TNT	1,100	1.8/2.8
4. TBS	1,050	1.7/2.6
5. TOON	120	1.2/1.9
5. A&E	677	1.2/1.8

## Here comes the 'Judge & Jury': BVT pronounces show a go

**B**uena Vista Television has proclaimed its hybrid court/talk show, *Judge & Jury*, a firm go for production beginning in September.

Program sales have been completed in more than 80 markets, including 13 of the top 15, representing more than 66% of the U.S.

The hour-long strip, hosted by lawyer Bill Handel and executive-produced by Karin Sagin (formerly of *The Maury Povich Show* and *Sally*

*Jessy Raphael*), is being sold in a single-year, cash-plus-barter marketing package, with BVT retaining three minutes of national ad time.

Elsewhere on the court/talk beat, Group W Productions' competing strip, *Jones & Jury*, hosted by former NBC legal correspondent Star Jones, has been sold in more than 60% of the U.S. A Group W spokesman says the company has yet to pronounce the show a firm go, but expects to within the next couple of weeks. ■

## 'Pointman' racks up rating points for PTEN

The two-hour backdoor pilot presentation of action-adventure *Pointman* provided Warner Bros.' Prime Time Entertainment Network yet another February sweeps boost. On the heels of *Babylon 5*'s strong 7.0/10 premiere, the pilot posted a 5.9/10 average (NSI, Jan. 24-Feb. 6) in 28 overnight Nielsen metered markets. That marked an average 25% year-to-year time period share improvement for the mostly independent stations. The film, which stars Jack Scalia as an ex-con, ex-Wall Street executive turned crime-fighting bodyguard, delivered

11% rating/share improvements over the November 1993 sweeps and a 23% gain over February 1993 levels. Several key markets experienced triple-digit rating increases versus February 1993, topped by WSTR-TV Cincinnati's 191% ratings surge (12.5/20 at 9-11 p.m.), and WNUV-TV Baltimore's 136% increase (7.8/10 at 8-10 p.m.). In the top three markets, WWOR-TV New York scored a 6.8/10 at 8-10 p.m. (up 36% in rating), KCOP(TV) Los Angeles a 6.0/9 (up 50%) and WUPR-TV Chicago a 7.6/11 (up 81%).

—MF

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Denver  
Orlando  
San Diego**

**Hartford  
Indianapolis  
Milwaukee  
Charlotte  
Cincinnati  
Kansas City  
Raleigh/Durham  
Nashville  
Greenville, SC  
Grand Rapids  
Salt Lake City  
Norfolk  
New Orleans  
Memphis  
Oklahoma City  
Harrisburg  
West Palm Beach  
Albany, NY  
Dayton**

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Richmond  
Little Rock  
Tulsa  
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# Air Czech: Private TV launches in Prague

*U.S. investors back commercial start-up in Eastern Europe*

By Elizabeth Rathbun

**T**he Czech Republic's first private national commercial television station has been launched, powered by programing and investor support from the United States.

TV NOVA went on the air Feb. 4, taking over federal channel F1 from Czech Television. It will broadcast roughly 19 hours a day to 3.7 million households, which represents a 98% penetration rate in the former Czechoslovakia. Its competition is two government-run stations and a commercial UHF station in Prague.

The Czech Council for Radio and Television Broadcasting on Jan. 30, 1993, awarded the 12-year commercial broadcast license to Central European Media Enterprises Group, a media company based in New York City and Berlin. The group's president is Leonard M. Fertig, co-founder of Request Television and a member of the management team that launched The Entertainment Channel. Its Czech partners are CET 21 and The Czech Savings Bank.

The group is affiliated with Central European Development Corp. Ltd., a group of U.S. and Canadian investors headed by former U.S. ambassador and cosmetics heir Ronald Lauder. The group also operates regional station IA Television in Berlin/Brandenburg with Time Warner and has three applications for private commercial licenses pending in Germany and one in Poland. A license granted in May 1992 in the Slovak Republic is being reviewed by the new government there. This year, the group plans to apply for three more licenses in Central Europe and is considering working with local partners in Russia and Ukraine.

TV NOVA is expected to break even in five years, according to a statement from the Central European Media Enterprises Group. The group has invested roughly \$45 million in the station so far.

Under its license, advertising can constitute as much as 20% of TV NOVA's broadcast time. Also, within three years, 40% of the station's programing must be provided by Czech



Ronald Lauder, chairman, Central European Development Corp. (l), and Dr. Vladimír Zelený, general director, TV NOVA, hold press conference in Prague Feb. 4 to launch first national TV channel in Czech Republic.

producers. Staff-produced news and public affairs programing will be emphasized, the group says.

One of the U.S. providers is *National Geographic*. A three-year agreement between NOVA and *Geographic*

calls for weekly broadcasts of *Geographic* documentaries.

TV NOVA is headed by Vladimír Zelený, the Czech writer, director and playwright who helped lead the country's revolution. ■

## Turkey's Cine 5 gets programing push

*Pay TV service gets some big pictures from Hollywood*

By Meredith Amdur

**T**urkey's sole pay TV service, Cine 5, has scored a major programing coup over potential rival HBO/Canal+, securing long-term, exclusive output agreements from Columbia TriStar, Fox, Disney, Paramount, MCA/Universal and MGM/UA.

In what is perceived as a blitz on HBO's plans in the region, the two-month-old Turkish-owned terrestrial pay service will gain top-grossing films such as "Indiana Jones and the Last Crusade," "Beethoven," "The Prince of Tides," "Thelma and Louise" and "Die Hard 2." All programing will be dubbed or subtitled. In addition, Cine 5 has gained valuable rights to national soccer, a strong

ratings lure in the increasingly affluent country.

Cine Bes Filmcilik ve Yapimcilik (dubbed Cine 5) is owned by Turkish media mogul Erol Aksoy, who also controls the country's successful broadcast channel Show TV and has radio and newspaper interests as well.

The HBO venture, in association with French pay TV group Canal+ and Turkish investors, hopes to launch its own pay movie service in Turkey this year, but its plans have been slowed by the recent failure of the new Turksat satellite.

With terrestrial distribution and access to six major studios, Cine 5 could be a serious setback to HBO's

*Continues on page 57*

# Ratings Week

According to Nielsen, Jan 31-Feb 6

	abc	CBS	NBC	FOX
<b>MONDAY</b>	13.8/21	15.5/23	14.7/22	6.2/9
8:00	44. Day One 11.5/17	21. Evening Shade 14.2/22	25. Fresh Prince 14.1/22	86. Fox Night at the Movies—Working Girl 6.2/9
8:30		14. Dave's World 15.6/23	16. Blossom 14.9/22	
9:00	15. ABC Monday Night Movie—Lies of the Heart: The Story of Laurie Kellogg 15.0/23	9. Murphy Brown 17.1/25	18. NBC Monday Night Movies—The Cosby Mysteries 14.8/22	
9:30		21. Love & War 14.2/21		
10:00		13. Northern Exposure 15.8/25		
10:30				
<b>TUESDAY</b>	14.4/22	14.3/22	9.4/15	3.7/6
8:00	19. Full House 14.4/22	16. Rescue: 911 14.9/23	83. The Good Life 7.5/12	90. Monty 4.8/7
8:30	29. Phenom 13.7/21		84. The Good Life 7.1/11	92. Roc 3.8/6
9:00	6. Roseanne 19.1/29	26. CBS Tuesday Movie—Cries Unheard 14.0/22	68. J. Larroquette 9.2/14	94. Front Page 3.0/5
9:30	11. Coach 15.9/24		58. J. Larroquette 10.3/16	
10:00	43. NYPD Blue 11.6/19		50. Dateline NBC 11.1/18	
10:30				
<b>WEDNESDAY</b>	13.4/21	9.7/15	13.3/21	10.5/16
8:00	59. Thea 10.1/16	67. Nanny 9.5/15	21. Unsolved Mysteries 14.2/22	45. Beverly Hills, 90210 11.4/18
8:30	52. The Critic 11.0/17	68. Hearts Afire 9.2/14	40. Now w/Tom and Katie 11.7/17	65. Melrose Place 9.6/14
9:00	1. Home Improvmt 22.3/33	63. In the Heat of the Night 9.8/14		
9:30	8. Grace Undr Fire 18.6/27	61. 48 Hours 10.0/17	26. Law and Order 14.0/24	
10:00	70. Turning Point 9.1/15			
10:30				
<b>THURSDAY</b>	11.9/18	11.5/18	17.0/26	8.5/12
8:00	55. Missing Persons 10.4/16	35. CBS Special Movie—I Spy Returns 12.4/18	19. Mad About You 14.4/22	40. The Simpsons 11.7/18
8:30			9. Wings 17.1/26	74. Sinbad 8.8/13
9:00	49. Matlock 11.2/16	54. Eye to Eye with Connie Chung 10.5/17	3. Seinfeld 21.6/31	80. In Living Color 7.9/11
9:30			2. Frasier 21.8/32	88. Herman's Head 5.7/8
10:00	21. Primetime Live 14.2/23		31. L.A. Law 13.4/22	
10:30				
<b>FRIDAY</b>	13.7/23	11.2/19	10.6/18	6.9/11
8:00	30. Family Matters 13.6/24	37. Diagnosis Murder 12.1/21	78. Days of Our Lives Prime Time 8.0/14	87. Adventures of Brisco County Jr. 6.1/10
8:30	34. Boy Meets World 12.8/22	45. Burke's Law 11.4/19	38. Soap Opera Awards 11.9/20	81. The X Files 7.6/12
9:00	36. Step By Step 12.2/20			
9:30	40. Hangin' w/Mr. C 11.7/19	61. Picket Fences 10.0/17		
10:00	11. 20/20 15.9/27			
10:30				
<b>SATURDAY</b>	10.5/18	13.0/22	8.5/15	8.0/14
8:00	55. IBM Skates of Gold 10.4/18	28. Dr. Quinn Medicine Woman 13.8/24	85. The Mommies 6.9/12	78. Cops 8.0/14
8:30		31. Nancy & Friends 13.4/22	73. Empty Nest 8.9/15	74. Cops 8.8/15
9:00			71. Nurses 9.0/15	81. America's Most Wanted 7.6/13
9:30		38. Walker, Texas Ranger 11.9/21	65. Sisters 9.6/17	
10:00	53. The Commish 10.7/19			
10:30				
<b>SUNDAY</b>	11.7/18	20.9/32	9.1/14	7.8/12
7:00	48. Am Fun Hm Vid 11.3/19	5. 60 Minutes 21.2/35	89. I Witness Video 5.5/9	93. Code 3 3.7/6
7:30	55. Am Fun People 10.4/17			91. Code 3 4.3/7
8:00	59. Lois & Clark 10.1/15	7. Murder, She Wrote 19.0/28	76. seaQuest DSV 8.7/13	71. Martin 9.0/13
8:30		3. CBS Sunday Movie—Breathing Lessons 21.6/32		64. Living Single 9.7/14
9:00	33. ABC Sunday Night Movie—The Rookie 13.1/20		50. NBC Sunday Night Movie—Regarding Henry 11.1/17	45. Married w/Chld 11.4/16
9:30				77. George Carlin 8.6/12
10:00				
10:30				
<b>WEEK'S AVGS</b>	12.7/20	14.1/22	11.7/18	7.3/11
<b>SSN. TO DATE</b>	12.6/21	13.0/21	11.5/19	7.2/11

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

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TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



# WLTW(FM): Viacom's quiet moneymaker

*It may not be sexy, but New York station is one of radio's most profitable*

By Peter Viles

**W**ithin the vast reaches of the Viacom empire, radio occupies a small corner that gets scant attention from Wall Street analysts. And the crown jewel of Viacom's radio group is a station so consistently successful that it rarely draws attention to itself.

But Viacom's flagship station—WLTW(FM) New York—would be the envy of many radio groups. "Lite FM," as it is known locally, is 10 years old and is by all accounts a quiet, efficient engine of profit. According to *Duncan's Radio Market Guide*, WLTW is the seventh-highest-billing station in radio, taking in an estimated \$26.5 million in 1993, and its cash flow probably ranks higher. And in a radio market of 8 million women, WLTW owns women—it consistently leads the market among women 25-54.

If the station were sold in today's market—and there has been no indication that it will be—it likely would fetch \$100 million or more, perhaps even eclipsing the record \$110 million that Infinity is paying for KRTH(FM) Los Angeles.

So why doesn't WLTW get more attention outside New York? Or even inside New York? "Within the industry, it's not sexy," says Bill Figenshu, president of Viacom's radio division. "It's not turbocharged with top-name personalities. What makes the station go is very talented people who do their jobs consistently over years, and not just over one [Arbitron] book."

"The industry discounts it because it's not sexy. And you know what? We love it that way," adds Figenshu. What Viacom probably

loves most is the consistent cash flow. The company does not discuss the financial performance of its individual broadcast properties, but industry observers estimate that WLTW produces \$10 million to \$13 million per year in cash flow.

That's a drop in the bucket for a company with an estimated \$720 million a year in cash flow. UBS Securities estimates that Viacom's radio and television stations kick in \$71 million of that, with radio's total share coming to about \$35 million.

But it's a huge amount in the radio business. "It's certainly one of the leading cash-flow FMs in the country, if not the leading cash-flow FM," says Jim Duncan, who analyzes radio station revenues. "And probably some of those cash-flow dollars are going to help buy Paramount."

WLTW has succeeded by taking one of radio's most competitive formats—"soft adult contemporary"—and putting its own stamp on the format, to such a degree that the station seems

to have no head-to-head competitor in New York. The station's main competitor for listeners and advertising dollars is probably WCBS-FM, the legendary oldies station.

Viacom is particularly aggressive in two areas—research and marketing. At least three times per year, the station conducts auditorium tests to make sure its music keeps up with its audience's shifting tastes. Gone from the early days are Manilow and The Carpenters, replaced by Billy Joel, Bruce Springsteen and Phil Collins.

And research insures that the songs are chosen partly to reflect a New York sensibility, says Rona Landy, the station's vice president and general manager. "The listeners decide what they want to hear," she says, "so we are programmed for New York. And I think that's what makes us so special."

Programming consultant Walter Sabo credits Kurt Johnson, WLTW's program director, for creating a sound that has a sharper edge and more variety than most soft AC stations. "It should

never be compared to another station in that format," Sabo says. "It has much greater texture and is much more interesting."

WLTW has had many of the same on-air personalities for its entire 10-year run. But it has no high-profile personalities and doesn't promote its morning show. Instead, the station promotes its round-the-clock image as a friendly, reliable place to hear favorite songs.

"This radio station is an important part of people's lives," says Landy. "We help people get through the

## MTV does radio on TV

The highly touted synergy that is the new mantra of today's communications mergers is usually hard to pinpoint. What, exactly, are the synergies of these huge entertainment companies?

Here's one you can put your hands on: MTV Creative Services, a division of Viacom-owned MTV, is creating television commercials for some of Viacom's radio stations.

In New York, Los Angeles, Washington, Detroit and San Francisco, Viacom uses the creative resources of MTV to promote its radio stations. The New York spots for WLTW(FM), produced by MTV, are simple and striking: they consist of a series of images from daily life, set to songs the station plays.

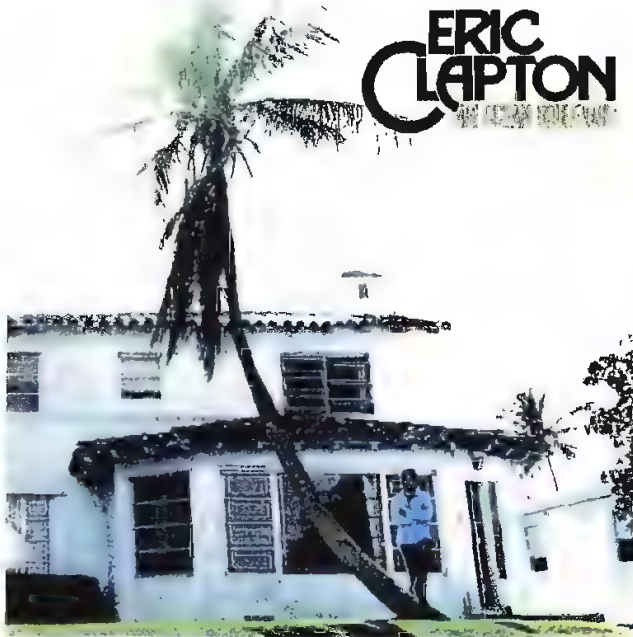
By using in-house creative, "we do save money," says Bill Figenshu, president of Viacom's radio division. "But more important, we draw on a creative energy that doesn't exist in the radio world. There's nobody out there who was able to capture what we wanted to capture for the station."

Working within Viacom, Figenshu says, the radio division felt enough trust to show all its cards—something that probably would not have happened if Viacom had hired an outside production company that has other radio clients.

"Because it was all done within the company, we felt comfortable sharing all of our research and our deepest, innermost thoughts about the station," Figenshu says.

—PV

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day. We evoke memories with songs we play. I'd like to say—without sounding like a Hallmark card—that we've made people's lives a little brighter."

Not having expensive on-air talent frees up money for television commercials (see box) and billboards, and WLTW spends aggressively in

both areas. Money that most stations spend on a high-profile morning show, WLTW spends on marketing and promotion.

"The radio station is the star," Figenshu says, adding, "and marketing budgets don't come up for renewal every three years the way talent does. And promotion budgets rarely

call in sick."

The format, which debuted in January of 1984, was not a trailblazer—other stations had sought a middle ground between adult contemporary and the waning "beautiful music" format. "I don't think we were the first to do it," Figenshu says. "But we were the first to market it effectively." ■

## Again, radio will break Olympic news

*Time difference should benefit stations during drive time*

By Peter Viles

**R**adio won't draw the huge audiences that television will have when Nancy Kerrigan takes to the ice in Lillehammer. But because of the six-hour time difference between Norway and the U.S., radio once again will get the jump in reporting winter Olympics results, and CBS Radio Sports, the exclusive radio broadcaster of the 1994 Olympics, is poised to take advantage of the opportunity.

CBS Radio Sports has 14 anchors at the Olympic venues, and also has dispatched a news correspondent to file separate reports for CBS News Radio, largely because of the unprecedented coverage of the figure skating controversy involving Kerrigan and Tonya Harding.

In all, CBS plans more than 300 reports from Norway, and live coverage of U.S. team hockey games, the only sport that lends itself to live event coverage. CBS's Olympic coverage began with an extensive menu of stage-setting reports on Feb. 5, and runs through closing ceremonies on Feb. 27.

The bulk of the reports will air during morning and afternoon drive in the U.S. On some days, there will be as many as 17 hourly reports, each two minutes long, from 5:46 a.m. ET to 9:46 p.m. And because of time differences, many reports will contain breaking news from Lillehammer.

Figure skating events, for example, will take place at 7-8 p.m. in Lillehammer, which is 1-2 p.m. in New York—perfect for results to be broadcast during afternoon drive. Many outdoor events will be held at 10 a.m. and 11 a.m., which is 4 a.m. and 5 a.m. in the eastern U.S. and perfect for



CBS Radio's Ann Ligouri (r) interviews Hilary Lindh after Lindh won a silver medal in the 1992 winter Olympics. Both will be returning for the '94 games in Lillehammer.



Ski jumper/commentator Mike Woodley

morning drive here.

"We've got a good chance to break some stories," said Frank Murphy, vice president, programming, and executive producer of CBS's radio coverage of the Olympics.

During the 1992 winter Olympics in France, a similar time difference exist-

ed, giving radio the chance to provide first word on many key events.

Murphy said the growth of all-sports radio in major markets has resulted in increased clearances for the hockey play by play since 1992, when CBS Radio Sports covered the Olympics in Albertville. Major-market stations that plan to air hockey coverage include WFAN(AM) New York, WOGL(AM) Philadelphia, WWJ(AM) Detroit, WTEM(AM) Washington, KTCK(AM) Dallas, WEEI(AM) Boston and WGUN(AM) Atlanta.

"All-sports stations are looking for this kind of programming, and this is the only place where they can get it," Murphy said.

Advertising time on the Olympics coverage has been sold out for some weeks. The sponsors are AT&T, Buick, Sears, Visa and Xerox. ■

# Jerry Brown anchors 24-hour talk

*Radio network is all barter, all the time*

By Peter Viles

**T**alk radio is never really quiet, but another talk radio network has quietly spread across the country, offering 24 hours of talk.

The network, based in Marlboro, Mass., is Talk America Radio Network, and its biggest star is a newcomer to radio—former presidential candidate and California governor Jerry Brown.

Brown's show, which debuted Jan. 31 and which airs at 7-9 p.m. ET, is broadcast on about 30 stations, with major affiliates including WSSH(AM) Boston and KING(AM) Seattle.

"It's very different from anything you've heard," says Tom Star, vice president of operations for the network. "He goes after topics you normally wouldn't think of discussing until you hear what he's got to say about it. For example, he's been talk-

ing about the 'White House monarchy,' about all the unnecessary expense's the White House has run up over the years."

The network offers 33 programs,

including shows featuring Judy Jarvis, investigative reporter Jack Anderson and Earl Jackson, billed as the first black conservative commentator on national radio.

Star said the all-barter network has 150 affiliates. Its main competitors in satellite-delivered talk are Business Radio Network, Sun Radio Network, Independent Broadcasters Network and For the People.

## Rocking duopoly in Phoenix

Sandusky Radio, owner of KDKB-FM Mesa-Phoenix, is purchasing KUPD-FM Tempe along with KUKQ(AM) from G&C Broadcasting for \$20 million, according to broker Kalil & Co.

G&C President Robert Fish bought the Tempe combo in 1993 for \$10 million after the FCC denied license renewal to the original owners, John Norris and Robert Melton, for misrepresenting their ownership and management interests in the stations during the 1970s. G&C was awarded the licenses, and Fish later bought them and became the sole owner.

According to Duncan's Radio Market Guide, KUPD-FM billed an estimated \$5.7 million in 1993, putting it fourth in the Phoenix market. KDKB-FM was seventh, billing roughly \$4 million.

Both FM stations are strong among men 25-49. According to the spring Arbitron ratings, KUPD-FM had a 7.9 share, while KDKB-FM got an 11.0. For listeners 12-plus, KUPD-FM had a 5.3 share and KDKB-FM had a 4.9.

-JZ

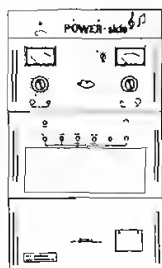
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## TECHNOLOGY

### Cleaning up with Kahn

Although the FCC picked Motorola's AM stereo standard, it will allow stations to continue using Kahn Powerside systems, with which Kahn stereo excitors boost and clean up AM signals. Broadcasters say they are pleased by the commission's ruling.

Broadcasting & Cable

## Technology

## AM stations can still clean up with Kahn

Although commission has picked Motorola AM stereo system, stations will be allowed to use Kahn technology to reduce interference

By Sean Scully

**E**ven though the FCC says stations have to drop the Kahn AM stereo system in favor of the Motorola standard, they can keep using the Kahn equipment to boost their signals. "That's good news," says John Dehnert, chief engineer of KSL(AM) Salt Lake City, one of 40 U.S. stations using the Kahn "Powerside" system.

Powerside uses the Kahn stereo exciter to push the signal into one of the two sidebands, either slightly above or slightly below the exact frequency of the station. That increases the strength of the signal in formerly weak areas and decreases interference from adjacent stations, or from distant stations using the same frequency.

John Hurni, chief engineer of WJL(AM) Chicago, says he had been concerned that if the commission chose Motorola's C-Quam system as the AM stereo standard, as it did last month (BROADCASTING & CABLE, Nov. 1), stations would have to turn off all Kahn stereo equipment, even if they were using it only for Powerside. "We've been fairly pleased with the effect it's had for us," he says, including reducing nighttime interference with KSL(AM), which occupies the same frequency.

Paul Ploener, general manager of WTHB(AM) in Mineola, N.Y., says Powerside has given his station a 20% 30% boost in coverage in some cases, useful in the badly overcrowded

airwaves around New York City. "[The FCC's decision] is definitely good news for us," he says. "We took [Powerside] out and you can definitely tell the difference in coverage."

The commission concluded that using Powerside wouldn't interfere with the new Q-Quam stereo standard as long as Powerside stations broadcast the same signal on both Kahn stereo channels, effectively creating a single mono signal, says David Means, chief of the FCC's Engineering Evaluation Branch. In true stereo, stations transmit subtly different signals on the right and left channels. Stations probably will be allowed to keep the stereo pilot signal on, he says, provided they don't use Kahn equipment for stereo.



## ValueVision sees value in merger

*But National Media may try to fight takeover by home shopping network*

By Geoffrey Foisie

**B**oth home shopping networks and infomercial companies produce direct-sale TV programming. ValueVision, a small but growing home shopping company, thinks that is a good reason to merge with National Media Corp., one of the larger infomercial companies. But National Media doesn't agree.

As a result, ValueVision, which during the past few months has accumulated a 10% stake in National Media, last week nominated its own slate of directors in that company. That, and a \$10.50-per-share tender offer already mounted by ValueVision, could lead to a contentious National Media shareholders meeting. The meeting is slated for March 21 in Philadelphia.

ValueVision's current tender offer, which places a total value on National Media of roughly \$130 million, is 50 cents per share higher than the merger consideration that the Minneapolis-based home shopping network first proposed on Jan. 13. That offer was termed "inadequate from a financial point of view" by National Media's investment bankers, who subsequently were directed by the Philadelphia-based company to explore various ways to "enhance stockholder value,



Home shopping company ValueVision wants to do National Media's production work.

including continuing with strategic initiatives under way in the United States and overseas and the possibility of a sale of the company." ValueVision was denied the opportunity to make a presentation to the National Media board.

Among those on the alternate slate of directors nominated by ValueVision are economist Arthur Laffer and Anthony Cassara, president of Paramount's TV station group.

Apparently after becoming aware that an outside party was accumulating National Media stock, the compa-

ny's directors issued a "poison pill," designed to make it prohibitively expensive for a hostile offer to succeed. As is often the case in such takeover battles, certain shareholders have sought to force National Media to rescind the poison pill by filing suit in state court in Delaware, where National Media is incorporated.

What are ValueVision's strategic reasons for wanting to merge with National Media? In its proxy materials, ValueVision says little more than that it is being advised by Mark Hershorn, who briefly was president and chief operating officer of National Media until apparently being forced out in April 1993.

But ValueVision's chief financial officer, Mark Payne, told BROADCASTING & CABLE that the synergies between the two companies include ValueVision's ability to pretest consumer interest in various products before producing an infomercial. He also said National Media contracts out much of its infomercial production work, which ValueVision can do in-house. Benefits could flow the other way; ValueVision could use National Media's extensive international contacts.

This week, National Media's board of directors has to formally advise shareholders on its opinion of the ValueVision tender offer. That offer is due to expire on March 7.

## CBS revenue and profits up

For the first time in eight years, the CBS television network reported a profit in the fourth quarter. Revenue increased, said the company, due to better pricing of prime time advertising inventory and the debut of *Late Show with David Letterman*.

Profit comparisons also were helped by the absence of news expenses incurred in the coverage of the elections in the prior year's fourth quarter, and by previous write-downs of sports rights costs. Revenue and profits also increased at CBS radio and at the owned-TV-stations division. CBS said double-digit gains were reported at WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia and WCIJ-TV Miami.

The write-down of certain syndicated programs in the fourth quarter of the prior year also helped profit comparisons. For the quarter, CBS reported operating income of \$63 million on net sales of \$1,042,800,000. Results for the year were \$411 million and \$3.51 billion, respectively. After the earnings announcement on Wednesday, CBS stock closed yesterday at \$311, down 2 1/4.

—GF

# Changing Hands

This week's tabulation of station and system sales

**KUKQ(AM)-KUPD-FM Tempe (Phoenix) Ariz.** □ Purchased by Sandusky Radio (Norman Rau, president) from G&C Broadcasting Inc. (Robert Fish, president) for \$20 million (see box, p. 41).

**KXRX-FM Seattle** □ Purchased by Alliance Broadcasting Co. (John Hayes, president) from Shamrock Broadcasting Inc. (Bill Clark, chairman/CEO) for \$11.7 million. **Buyer** owns KYNG-FM and KSNN-FM Dallas; WDFX-FM Detroit, and KFRC-AM-FM San Francisco, Calif. **Seller** owns KABL-AM-FM San Francisco; WCXI(AM)-WWW-FM Detroit; KZFX(FM) Houston; WFOX-FM Atlanta; WWSW-AM-FM Pittsburgh; KMLE-FM Phoenix; KXKL-AM-FM Denver; WHB(AM)-KUDL(FM) Kansas City, Kan. KXRX-FM has AOR format on 96.5 mhz with 100 kw and antenna 737 ft. *Broker: Star Media Group.*

**WMXN-FM Portsmouth (Norfolk), Va.** □ Purchased by U.S. Radio Inc. (Ragan Henry, owner) from ML Med a Opportunity Partners LP (Marty Pompadur, president) for \$3.5 million. **Buyer** owns wowi-FM Norfolk and wsvy(AM) Portsmouth, both Virginia, in addition to 11 AMs and 5 FMs. **Seller** owns 3 AMs, 6 FMs and 2 TVs. WMXN-FM has oldies format on 105.3 mhz with 50 kw and antenna 499 ft. *Broker: Kalil & Co.*

**WWTN-FM Manchester, Tenn.** □ Purchased by Nashville Acquisition Corp. (John Robert E. Lee, president/CEO) from John C. McLemore, trustee for estate of American General Media-Nashville Inc., for \$2.8 million. **Buyer** and **seller** have no other broadcast interests. WWTN FM has beautiful music format on 99.7 mhz with 100 kw and antenna 2,033 ft. Filed Jan. 21 (BALH940121GG).

**WPTN(AM)-WGSQ(FM) Cookeville, Tenn.** □ Purchased by Paxton Communications Corp. (Lowell Paxton, president/director) from American Network Group Inc. (Robert J. Williamson, president/director) for \$2.5 million. **Buyer** owns WINZ(AM) Miami, WLVE-FM and WZTA-FM Miami Beach, WFNZ(AM) Pinellas Park, WHPT-FM Sarasota, WNNZ(AM) Orlando, WRR-FM Cocoa Beach, WMGF-FM Mt. Dora, WZNZ(AM), WNZS(AM) and WROO-FM at Jacksonville, WAIA-FM Callahan, WSTF(FM) St. Augustine and WWZN(AM)

Winter Park, all Florida, and WFKB(AM) Colonia Heights, Tenn. **Seller** owns WTMC(AM) Ocala, Fla. WPTN has news/talk format on 780 khz with 1 kw. WGSQ has C&W format on 94.7 mhz with 100 kw and antenna 1,319 ft. Filed Jan. 20 (AM: BTC940120GE; FM: BTCH940-120GF).

**KQEO(AM)-KMGA(FM) Albuquerque, N.M.** □ Purchased by Citadel Communications Corp. (Lawrence R. Wilson, president) from SpaceCom Inc. (S. Walter Richey, president) for \$1.45 million. **Buyer** owns 8 AMs and 16 FMs. **Seller** owns KOSO(FM) Patterson, KTHH(FM) Fresno and KCPL Olympia, all Washington. KQEO has oldies format on 920 khz with 1 kw daytime, 500 w night. KMGA has oldies format on 99.5 mhz with 19.5 kw and antenna 4,134 ft. Filed Jan. 20 (AM: BAL940120GG; FM: BALH940120-GH). *Broker: Gary Stevens & Co.*

**KTRO(AM) Port Hueneme and KCAQ-FM Oxnard, both Calif.** □ Purchased by Alta Subordinated Debt Partners LP (Craig L. Burr, general partner) from Greater Pacific Radio Exchange Inc. (Harold Frank, president/director) for assumption of debt valued at \$1.1 million. **Buyer** and **seller** have no other broadcast interests. KTRO has Spanish format on 1520 khz with 10 kw daytime and 1 kw night. KCAQ-FM has contemporary hits format on 104.7 mhz with 2.85 kw and antenna 1,580 ft. Filed Jan. 18 (AM: BTC940118GE; FM: BTCH-940118GF).

**WCWA(AM)-WIOT-FM Toledo, Ohio** □ Purchased by Enterprise Media Partners (Edward Rogoff, president) from Reams Broadcasting (Brian McNeill, president) for \$7 million. **Buyer** recently announced purchase of WHIT(AM)-WWQM-FM Madison, Wis.; WMXW-FM/WMRV-AM-FM Binghamton and WBNR(AM)-WSPK-FM Poughkeepsie, both New York. **Seller** has interests in WBMQ(AM)-WIXV(FM) Savannah, Ga. WCWA has oldies format on 1230 khz with 1 kw. WIOT-FM has AOR format on 104.7 mhz with 50 kw and antenna 540 ft. *Broker: Blackburn & Co.*

**KKMG(FM) Pueblo, Colo.** □ Purchased by Whale Communications of Colorado Inc. (Michael Dixon, president) from Citadel Communications Corp.

## SOLD!

**WKYD-AM/WWSF-FM**, Ft. Walton Beach, Florida from **MetroCities Communications, Inc.**, to **Riggs Radio Corp.**, Stephen C. Riggs, President for \$650,000.

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*Subject to FCC approval*



(Lawrence Wilson, president) for \$912,500. **Buyer** has no other broadcast interests. **Seller** owns 8 AMs and 16 FMs. KKMJ has urban contemporary/CHR format on 98.9 mhz with 100 kw and antenna 1,715 ft. Filed Jan. 13 (BALH940103GI).

**KLTV-FM Sparta, Mo.** □ Purchased by Champion Broadcasting Inc. (Michael Crowder, president) from KLTV-96.5 FM Inc. (James L. Gardner, president) for \$600,000. **Buyer** has no other broadcast interests. **Seller** owns KZCD-FM Lawton, Okla. KLTV-FM has adult contemporary format on 96.5 mhz with 3.2 kw and antenna 453 ft. Filed Jan. 21 (BALH940121GG).

**KSPA(AM) Alamogordo, KSPA-FM La Luz and unbuilt KOKN(FM) Hobbs, all New Mexico** □ Purchased by Western Bank (Don Kidd, president/CEO/director) from Cottonwood Communications Corp. (Robert J. Flotte) for assumption of promissory note worth \$569,052. **Buyer** and **seller** have no other broadcast interests. KSPA has talk/modern country format on 1230 khz with 1 kw. KSPA-FM has country/adult contemporary format on 92.7 mhz with 3 kw and antenna 192 ft. KOKN is unbuilt, licensed to 102.9 mhz with 100 kw and antenna 518 ft. Filed Dec. 30 (AM: BTC931223GN; FM: BTCH-931223GO; KOKN: BTCH931223GP).

**KROG(FM) Phoenix, Ore.** □ Purchased by KROG Radio Inc. (Bob Esty, president) from Bear Creek Broadcasting Inc. (Tom Dole, president) for \$500,000. **Buyer** owns KRKT AM FM Albany and KRVC(AM)-KBOY-FM Medford, both Oregon. **Seller** has no other broadcast interests. KROG has adult contemporary format on 105.1 mhz with 52 kw and antenna 545 ft. Filed Jan. 26 (BALH940126GF).

**WFOX(FM) Front Royal, Va.** □ Purchased by Benchmark Radio Acquisition Fund VI LC (Bruce Spector) from SRO/NOVA Inc. (Charles J. Wolf II, president/director) for \$500,000. **Buyer** owns 5 AMs and 10 FMs. **Seller** has no other broadcast interests. WFOX has classic rock format on 99.3 mhz with 3 kw and antenna 295 ft. Filed Jan. 21 (BALH-940121GF).

**KQOL(FM) Spanish Fork, Utah** □ Purchased by Bajamar Broadcasting (William Garcia, CEO) from Street Stryder for \$375,000. **Buyer** and **seller** have no other broadcast interests. KQOL has adult contemporary format on 106.5 mhz with 7.5 w and antenna 2,709 ft. Filed Jan. 19.

**WTAY-AM-FM Robinson, Ill.** □ Common stock purchased by Jerry F. Tye from Ann Broadcasting Corp. (Ernest W. Patton, president) for \$375,000. **Buyer** and **seller** have no other broadcast interests. WTAY(AM) has MOR format on 1570 khz with 250 w. WTAY-FM has MOR format on 101.7 mhz with 1.45 kw and antenna 449 ft. Filed Jan. 25 (AM: BTC940123GH; FM: BTCH940125GI).

**KTLB-FM Twin Lakes, Iowa** □ Purchased by Ingstad Central Broadcasting Inc. (James Ingstad, president) from Twin Lakes Broadcasting Inc. (Craig and Francis Donnelly) for \$370,000. **Buyer** owns 7 AMs and 13 FMs. **Seller** has no other broadcast interests. KTLB-FM has country/adult contemporary format on 105.9 mhz with 25 kw and antenna 328 ft. Filed Jan. 24 (BALH940124GR).

### Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$157,500 □ 1

FMs □ \$22,105,500 □ 13

Combos □ \$33,194,052 □ 8

TVs □ \$250,000 □ 1

Total □ \$55,707,052 □ 23

So far in 1994:

AMs □ \$12,162,014 □ 25

FMs □ \$179,082,000 □ 62

Combos □ \$254,631,052 □ 41

TVs □ \$42,250,000 □ 11

Total □ \$488,125,066 □ 139

**KGW(FM) Belgrade, Mont.** □ Purchased by Gilbert Broadcasting Corp. of Montana (Christopher T. Gilbert, president) from Christian Enterprises Inc. for \$300,000. **Buyer** owns KMMS AM-FM Bozeman, Mont. **Seller** owns KURL(AM) Billings and KGVW(AM) Belgrade, both Montana, and KUYD(AM) Casper and KALS(FM) Kalispell, both Wyoming. KGVW has inspirational format on 96.7 mhz with 6 kw and antenna 150 ft. Filed Jan. 25 (BALH940125-GJ).

**WMMK-FM Destin, Fla.** □ Stock purchased by Joseph Butler from Stephen C. Riggs, president of Emerald Coast Radio Corp., for \$300,000. **Buyer** and **seller** have no other broadcast interests. WMMK-FM has C&W format on 92.1 mhz with 3 kw and antenna 295 ft. Filed Jan. 24 (BTCH940124GE).

**WFGX-TV Fort Walton Beach, Fla.** □ Purchased by Television Fit for Life Inc. (Carl Scarlata Jr., president) from Bowers Network Inc. (Claud W. Bowers,

president) for \$250,000. **Buyer** has no other broadcast interests. **Seller** owns WACX-TV Leesburg, Fla. WFGX-TV is independent on ch. 35 with 635 kw visual, 63.6 kw aural, and antenna 280 ft. Filed Jan. 21 (BALCT940114-KG).

**WMSG(AM)-WXIE-FM Oakland, Md.** □ Purchased by Southern Highlands Inc. (Roger Ruff, president) from Oakland Radio Station Corp. (Brenda Butscher, president) for \$200,000. **Buyer** has interests in WKHU(FM) Mountain Lake Park, Md. **Seller** has no other broadcast interests. WMSG has country format on 1050 khz with 1 kw day, 75 w night. WXIE-FM has classic rock format on 92.3 mhz with 1.4 w and antenna 689 ft. Filed Jan. 13 (AM: BAL940113GE; FM: BALH94-0113GF).

**WSKR(FM) Petersburg-Ocean City, N.J.** □ Purchased by O'Donnell Broadcasting (James Quinn and Joseph O'Donnell, owners) from Joseph D. Powers for \$198,000. **Buyer** owns WREY(AM) Millville, N.J. **Seller** owns WDOX(FM) Wildwood Crest-Cape May, N.J. WSKR has sports/talk format on 102.7 mhz with 6 kw and antenna 295 ft. Broker: Ray Rosenblum.

**wssc(AM) Sumter, S.C.** □ Purchased by Magnolia Media Inc. (Michael A. Switzer) from Mid-Carolina Communications Inc. (Charles A. Barton, president) for \$157,500. **Buyer** has no other broadcast interests. **Seller** owns WQZ(AM) St. George, WBUS(FM) North Charleston and WJUK(FM) Mt. Pleasant, all South Carolina. wssc has oldies format on 1340 khz with 1 kw. Filed Dec. 27 (BAL931227EC).

**WCTB(FM) Fairfield, Me.** □ CP purchased by Mountain Wireless Inc. (Alan Anderson, president) from Somerset County Broadcasters Inc. (R. Stuart Graham Jr., president) for \$60,000. **Buyer** owns WSKW(AM)-WTOS-FM Skowhegan, Me. **Seller** has no other broadcast interests. WCTB is dark, licensed to 93.5 mhz with 13.5 kw and antenna 440 ft. Filed Jan. 25.

**WNDY(FM) Crawfordsville, Ind.** □ Purchased by Xavier University (Dr. James King) from Wabash College Radio Inc. (Dean Gregory Griffin) for \$32,000. **Buyer** owns WXVM(FM) West Union, WVXU Cincinnati and WVXC Chillicothe, all Ohio; WVXR-FM Richmond, Ind., and permittee of WOHO Mt. Gilead, Ohio. **Seller** has no other broadcast interests. WNDY has top 40 format on 106.3 mhz with 3 kw and antenna 77 ft. Filed Jan. 26 (BALED940126GE).

## Station presses case for PTAR repeal

WCPX-TV goes to court four years after filing petition with FCC

By Harry A. Jessell

**T**ired of waiting, WCPX-TV Orlando, Fla., has asked a federal court to force the FCC to consider repealing the prime time access rule, which in essence prohibits network affiliates in the top 50 markets from airing off-network programming from 7-8 p.m.

First Media, WCPX-TV's licensee, told the U.S. Court of Appeals in Washington that the FCC has ignored its April 1990 petition calling on the agency to declare the rule a violation of the station's First Amendment rights.

"It's been a long time since we filed our petition—almost four years," station attorney Nathaniel Emmons says. "And yet, there has been no indication the commission has given active consideration to it."

Although the petition asks for a declaratory ruling, Emmons says,

First Media will settle for "any procedure that leads to a decision in a reasonable amount of time."

"I've been pushing for a change in this rule for a long time," says Mike Schweitzer, president and general manager of the CBS affiliate. "In an environment where viewers can switch to any of 50 channels between 7 and 8 [p.m.], it doesn't make sense to bar three of them from airing off-network at that time. That's just not fair competition."

Schweitzer says he was outbid for *Home Improvement* by a rival station because his bid was based on the smaller audiences of early fringe—4-6 p.m. If he had been able to air the show in prime time access, 7-8 p.m., he says, "I could have bid more and gotten the show."

The station now airs *Inside Edition* and *Hard Copy* during the access hour, Schweitzer says. "But if you

don't have the King World products [*Jeopardy!* and *Wheel of Fortune*]," he says, "you are going to struggle."

The ordering of administrative proceedings by federal courts is rare but not unprecedented. "It's a fairly dramatic thing for a court to direct an agency to do something," Emmons says.

According to Emmons, First Media cannot take its case for repeal of the rule directly to court. The law first requires petitioners to exhaust all available remedies at the agency.

In 1983, Turner Broadcasting System asked the Washington appeals court to force a reluctant FCC to take up Turner's petition for elimination of the must-carry rules. Before the court could act, however, the FCC dismissed the petition. Turner subsequently won repeal of the rule in court.

First Media is not the only critic of

## User fees are cash cow for FCC '95 budget

Cable, telephone and broadcasting businesses will contribute \$95 million to the FCC's \$168 million budget for 1995 under the Clinton administration proposal. The proposed budget is up \$7.1 million over the commission's 1994 budget of \$160.9 million.

User fees will account for almost 56% of the budget, according to the proposal, released last week. That's up from \$60 million for FY 1994, when fees are expected to be collected for only part of the year. The fee schedule will remain the same for FY 1995.

The Clinton administration instituted user fees in the 1994 budget in an effort to raise revenue. The fees must be paid by all industries regulated by the FCC.

The FCC also expects to add \$4.3 billion to the general U.S. Treasury in 1995 through the auction of non-broadcast radio licenses. During the next five years, the administration plans to add \$12 billion to the federal treasury through auctions.

The National Telecommunications and Information Administration grant program was a big winner in the White House proposal, increasing from \$26 million in FY 1994 to \$100 million in FY 1995. The 285% increase in explain National Information Infrastructure grants reflects

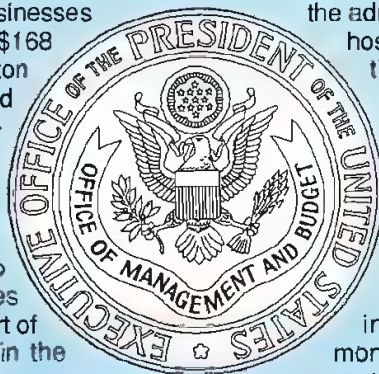
the administration priority of connecting schools, hospitals and other nonprofit organizations to the information superhighway. The budget proposal states: "NTIA will place special emphasis on emerging technologies, including advanced video and radio applications, and will develop and advocate policies in the common carrier and mass media fields to offer increased consumer chances."

Although the NTIA received an overall increase in its budget of \$63 million, money for public broadcasting facility grants was cut by more than \$13 million, or 55%. That

money is earmarked for grants to improve public broadcasting distribution and reach. The National Endowment for Children's Education Television saw a proposed increase of only \$6,000 to \$1,006,000.

The Corporation for Public Broadcasting, which gets its appropriations two years in advance, has asked for \$345 million for FY 1997. However, the administration has proposed the same level of funding it proposed last year for FY 1996—\$292.6 million. Congress ultimately increased the funding to \$312 million. The budget reports that CPB's actual spending for 1993 was \$318.6 million. That figure includes satellite replacement costs of \$65.3 million.

—CS





the prime time access rule. Disney, syndicator of *Home Improvement* and other off-network programs, tried to force the issue at the FCC in 1992. On several occasions, it appeared to have the votes to at least begin a rule-making to review the rule. But both times the fragile majority fell apart at the last minute.

Disney is expected to renew its push sometime this year. "Our interest in seeing changes to the rule continues," says Richard Wiley, a Washington attorney representing Disney.

Disney's effort probably will have to wait at least until the FCC completes its rewrite of cable rate regulations, which is now consuming most of the agency's policy-making energy.

A prime time access rule proceeding likely will take time and is certain to be controversial. Opposition to any changes in the rules will be led by King World and first-run syndicators who have prospered because of the access hour, and from independent

stations in the top 50 markets who don't want to have to outbid cross-town affiliates for the popular off-network shows.

With the big three networks now involved in the syndication business as a result of relaxation of the financial interest and syndication rules, the prime time access rule is "more important today than it was 20 years

ago," says David Donovan of the Association of Independent Television Stations.

Many independents rely heavily on the appeal of off-network shows in access, Donovan says. Without the prime time access rule, the independents will lose those programs, he says. "The affiliates will always be able to bid more." ■

### **Hollings seeks speed on superhighway bill**

Senate Commerce Committee Chairman Ernest Hollings is wasting little time in moving his information superhighway bill. A hearing is slated for next Wednesday, Feb. 23, and Commerce Secretary Ron Brown and FCC Chairman Reed Hundt have been asked to testify.

Hollings last week told telephone industry executives that he wants to schedule a series of hearings on the bill and get it out of committee and onto the Senate floor quickly.

Hollings also told the group, who were participants at a United States Telephone Association conference in Washington, that he is open to amendments. Hollings' statements came the day after USTA President Roy Neel said the bill "is not a good one for us." Telephone companies are worried that Hollings' bill would grant too much leeway to the states in defining universal service.

—KM

## **Federal radio spectrum up for bid**

By Christopher Stern

**T**he Commerce Department has taken a major step toward carving out a chunk of the federal radio spectrum to be auctioned to private industry for use in advanced communications technologies.

The National Telecommunications Information Administration, a Commerce Department agency, last week announced that 50 megahertz of the reallocation will be transferred to the FCC within six months. That accounts for one quarter of the total 200 megahertz reallocation mandated by Congress in the 1993 budget.

Although the NTIA's final report on reallocation is due Feb. 10, 1995, it is expected to take 10 years to complete the transfer of the remaining 150 megahertz of spectrum. The Clinton administration plans to raise more than \$12 billion from spectrum auctions during the next five years.

While the personal communications industry is expected to be one of

the primary bidders for the additional spectrum, the broadcast industry also has an interest in expanding its spectrum use. In addition to expanded spectrum needs for high-definition television, broadcasters could use spectrum for interactive and other new services, says the National Association of Broadcasters' Michael Rau, senior vice president for science and technology. Rau added that overcrowded broadcast bands could get some relief from the expanded spectrum.

While the NTIA identifies spec-

trum that eventually will be reallocated, it is up to the FCC to decide how those bands will be used. Included in the bands that are targeted for eventual reallocation is the spectrum area used by digital radio.

Under the NTIA's guidelines, spectrum is considered eligible for reallocation if it can be made available within 15 years and will not cause an excessive cost for the federal government.

Much of the 50 megahertz spectrum the agency is making immediately available will be taken from the military, which now uses it for communications and radar. The military will be the biggest overall loser when the federal spectrum is reallocated, but other agencies also are expected to take hits.

Public comments on the spectrum reallocation are due by May 11. A public meeting on the preliminary report is scheduled for April 7 at the Commerce Department in Washington. ■

### **Spectrum reallocation plan**

<b>Bands (mhz)</b>	<b>Reallocation Status</b>	<b>Reallocation Schedule</b>
1390-1400	Exclusive	Jan. 1999
1427-1432	Exclusive	Jan. 1999
1670-1675	Mixed	Jan. 1999
1710-1755	Mixed	Jan. 2004
2300-2310	Exclusive	Jan. 1996
2390-2400	Exclusive	Now
2402-2417	Exclusive	Now
3650-3700	Mixed	Jan. 1999
4635-4660	Exclusive	Jan. 1997
4660-4685	Exclusive	Now

Exclusive: exclusive non-federal use. Mixed: shared federal and non-federal use.

**CNN and C-SPAN are among the leading "daily news sources" senior congressional staff members rely on,** according to a survey conducted last month by Fleishman-Hillard. It was the ninth annual survey released by the public relations firm's Washington office. The survey found that 90% of staffers relied on the *Washington Post*, followed by CNN at 70% and C-SPAN at 62%. NBC's *Today* was rated the most popular TV morning show for the second year in a row, with *Fox Morning News* running a close second. As for evening news shows, ABC's *World News Tonight with Peter Jennings* topped the list, followed by *NBC Nightly News with Tom Brokaw* and PBS's *MacNeill/Lehrer NewsHour*.

The staffers chose *The McLaughlin Group* as their favorite political talk show, followed by *This Week with David Brinkley* and *Meet the Press*. Congressional staff also were asked what they would do if Rush Limbaugh were elected to Congress. The results: 4% said Congress would declare a national holiday, 27% said they would padlock the doors to the Capitol and 64% said they would go about business as usual.

**The Center for the Study of Commercialization wants the FCC to reimpose commercial time limits on TV stations.** In reply comments to the FCC, the National Association of Broadcasters refutes claims that there is a need to return to those regulations. "CSC's attack on television advertising is clearly contrary to the public interest in maintaining a free enterprise system," NAB states. CSC's proposal would change the system of broadcasting from "one characterized by competition into one characterized by government control." NAB also challenges CSC's allegations that the amount of news and public interest programming aired by stations has decreased. There is evidence that stations have been devoting more resources to news since 1984, when the FCC eliminated commercial time limits, NAB says. That year, news department expenses accounted for 23.3% of the average affiliate's operating expenses and 5.7% of the average independent's. Now, NAB says, the average affiliate spends 25.3% of its operating expenses on news programming, and the average independent 7.4%.

**Public broadcaster Karen Watson has been named director of the FCC's Office of Public Affairs.** Watson, former deputy project director for *Africans in America*, a series in development at noncommercial WGBH(TV) Boston, assumed her new duties last week. Her other experiences in public broadcasting: associate director for news and public affairs, PBS Programming; reporter and researcher, WETA Washington's *Capitol Journal*; assistant producer and desk assistant, National Public Radio's *Morning Edition*, and production assistant, *MacNeill/Lehrer NewsHour*. "She understands the needs of reporters and also knows how to reach out to the community around us on issues of mutual concern," FCC Chairman Reed Hundt says. "I am grateful that she was

willing to join the commission at this time."

**Senator Conrad Burns (R-Mont.) wants to amend Senator Ernest Hollings's information superhighway legislation** to insure that rural Americans benefit from a national information infrastructure. "Southeast Washington, D.C., and rural sections of Montana were the last to receive...plain old telephone service, are currently the last to receive cable television service; and unless pending communications legislation before Congress is amended, inner cities and rural areas, I fear, will be the last to have access at affordable rates to the national information infrastructure," he says. Burns, who spoke last week at a United States Telephone Association conference, says he will offer amendments to "strengthen the universal service, information-sharing and other sections of the bill." Burns will work with Vice President Al Gore on Gore's proposal to create a section in the Communications Act that would provide a more stream-

lined alternative regulatory regime for those promising to build broadband, switched networks.

**House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is keeping the heat on the broadcast networks.** Markey wants them to endorse his V-chip bill, which would mandate technology that would enable parents to block programs with a violence rating. The release last week of a new TV violence survey (story, page 30), presented Markey with another opportunity to pressure the industry. "Only broadcasters continue to resist giving parents the power to block violent shows through the V-chip technology," Markey said. The survey, he said, shows that "we have made some progress." Still, "the amount of violence on TV will ebb and flow from year to year, but parental concern will not wane. It is incumbent on the broadcasting industry to follow the lead of the cable industry, which has already agreed to a rating system and viewer-discretion technology."

**Legislation about the electronic superhighway is moving so fast, it might leave public utilities behind.** Representative Rick Boucher (D-Va.) last week said "procedural problems" may force him to postpone introducing an amendment to House telecommunications legislation that would allow public utilities into the communications business. Boucher said that when he does introduce the amendment, it will require utilities to create a separate subsidiary and will ban cross-subsidization of the telecommunications businesses.

**The FCC has postponed and canceled several regional educational seminars on cable television regulations.** Canceled were seminars in Seattle and Atlanta. The San Francisco seminar is scheduled for April 12-14. The new dates for rescheduled seminars are: Boston, March 8-10; Chicago, March 15-17, and Kansas City, March 22-24.

## Washington Watch

Edited By Kim McAvoy



## Promoting the promise of TV

*Wright, King and Turner boost broadcast and cable at ANA conference*

By Jim Cooper

**P**itching the power of the television buy, specifically their television buy, NBC's Robert Wright, King World's Michael King and Turner Broadcasting's Ted Turner were optimistic about the future of both broadcasting and cable at last week's Association of National Advertisers Advertising Issues Forum.

NBC President/CEO Wright used NBC's recent joint promotion with

Kellogg's as an example of why network TV should be the cornerstone of any national media plan.

The "Breakfast Around the World" promotion launched last fall was a massive on-air and on-cereal box promotion that Wright said contributed to a 38% ratings increase for shows associated with the promotion and 25% sales growth for Kellogg's. Wright also pointed out that NBC's 90%-plus coverage of the U.S. delivers more demographically desirable

viewers with one episode of a show such as *Seinfeld* than an entire weekend of MTV.

Wright also pointed to the success of the Subway sandwich chain, Ford Explorer and Diet Dr. Pepper as brands that built strong equity with advertising on network television. "It is still America's viewing choice," Wright said.

"TV is still the most effective buy you can have," said King World Productions President/CEO Michael

## CBS, VCR Plus+ get attention with SPOTPLUS

CBS and Gemstar, the makers of the VCR Plus+ instant programer, are preparing to launch their overnight infomercial system SPOTPLUS in about a month. Although yet to sign any advertisers, the two companies seem confident the system will succeed.

SPOTPLUS was conceived last fall as a service that will allow viewers to tape early morning infomercials. It has been promoted as a new platform for presenting long-form ads on a spot basis.

SPOTPLUS will work as follows:

- Advertiser-produced long-form ads air during inexpensive time periods on CBS-owned TV stations.
- CBS schedules nonpre-emptible time periods and assigns VCR Plus+ code numbers to the ads.
- The advertiser's regular spots are tagged with a CBS-produced promotion spot alerting consumers to tape the late-night infomercial.
- Those interested punch in the VCR Plus+ code number or manually program their VCR.
- The VCR Plus+ code system records the ad to be viewed at the viewer's convenience.

SPOTPLUS is designed to attract large brand-name advertisers. CBS reportedly is talking to Nissan, Microsoft, Columbia Pictures, Panasonic, Sega, Sharp and Sony, and is said to be close to signing deals with three infomercial producers and an electronics retailer.

The spots will be between 10 and 30 minutes long and will air in the early morning hours on Fridays and Saturdays. The ads likely will run between movies and other late night/early morning programming. "I think for certain categories it's great," says Foote, Cone and Belding's Howard Nass, who last fall met with SPOTPLUS point man Philip Press, vice president, sales and marketing, CBS Stations, to discuss the service.

Nass said certain categories, such as cars and other "considered purchases," that traditionally have been



Infomercials may now be taped with VCR Plus+.

advertised with 30-60-second spots supported by print are good possibilities. VCR Plus+, he says, has the potential to deliver the interest of TV spots and the detail of print ads in one shot. "I think there really are some categories that should test it," says Nass.

Press expects SPOTPLUS to be on the air in 30 to 45 days. CBS owned-and-operated stations include WCBS-TV New York, WBBM-TV Chicago, KCBS-TV Los Angeles, WCAU-TV Philadelphia, WCX-TV Miami, WCCO-TV Minneapolis-St. Paul and WFRV-TV Green Bay, Wis.

The CBS stations division will be responsible for setting aside overnight time periods, creating and booking airtime for promotional spots to attract viewers to the expanded advertiser message and securing an exclusive VCR Plus+ code for the spots.

CBS affiliates in markets in which CBS does not own a television station will have the first option of participating in the SPOTPLUS program.

—JC

King, who cited Ross Perot's campaign infomercials as an example of television's potential reach and power.

That reach, he said, also has led to the explosion of direct marketing, which King World has entered into with King World Direct. "It can move product," he said.

King also discussed the "I'm a

Wheel Watcher" promotional campaign that helped make *Wheel of Fortune* the top show in first-run syndication.

Turner Broadcasting System founder/chairman Ted Turner said cable television continues to experience growth; it rose from a 17% audience share in 1985 to 34% in 1993. That share, he said, will continue to

rise as more deals are forged between cable and telephone companies.

"The cable industry will be aligned with the phone companies," Turner said.

Turner also noted that the television industry, cable, network and syndication have become entwined to the point where "it's really hard to tell who is what anymore." ■

## It's the population that counts

*Rapid increase in senior and ethnic segments of population forecast by agency executive*

By Geoffrey Foisie

In the next few decades, the U.S. will grow older and more ethnic. On average, households will be smaller and their financial well-being less certain. Those are the conclusions of Joyce M. Rivas, senior vice president, strategic development & research, Earle Palmer Brown.

These demographic changes, culled from the 1990 census, provide clues to marketers and members of the media about how to reach their intended audiences, said Rivas, who spoke at a recent meeting of the Cable Television Administration and Marketing Association.

Among the trends she discussed was the rapid growth in the number of people aged 75 plus between now and 2000. "In a 500-channel environment, there's clearly an opportunity to do even more age-segmented marketing," Rivas said.

Another major demographic trend is the continuing decline in the size of households. While the population grew 22% during 1970-90, the number of households grew by 50%. Reasons for the shrinking size include the formation of new households by baby boomers, high divorce rates and more people remaining single. "Households occupied by married couples with children—the traditional American home—now account for just 27% of U.S. households. That's down from 44% in 1960."

Rivas also noted the shrinking size of households that could be defined as middle class. As of 1990, 37% of households headed by those aged 35-54 had incomes of more than \$50,000; 49% had incomes between \$15,000 and \$49,999. Fourteen percent had

incomes under \$15,000. The late 20th century, the advertising agency executive said, has "reduced upward mobility among the working class and produced persistently high poverty rates for families with children. These two opposing forces are draining America's middle class." Marketers must deal with this demographic fact by offering "tiered pricing options," Rivas said.

A fourth demographic trend is the continued growth of ethnic groups. Blacks, who in 1991 constituted 12% of the population, are expected to make up 14% by 2021. Hispanics are expected to grow from 9% to 15% during the same three decades, while Asians and others are expected to grow from 4% to 7%. The fifth demographic fact Rivas reviewed is the continued growth of suburban areas. ■

## Commercial clutter skyrockets, associations say

Time devoted to commercials during prime time reached a record high in 1993, according to the 4As and the Association of National Advertisers.

The latest Television Commercial Monitoring Report, which is jointly released by the American Association of Advertising Agencies and the ANA, says the increase in "nonprogram" time comes after a decline from November 1992-November 1993 in time slotted for commercials in prime time. The rise mirrors the ad clutter experienced from 1983-92.

The report presents findings from TV monitoring that took place from May 24-30 and Nov. 15-21, 1993, in the New York metro area. The monitoring was conducted by Competitive Media Reporting and Media Watch. Monitored were commercial minutes and other categories of nonprogram material on the four broadcast networks, a cross-section of the syndication market and 16 cable networks, including TBS, ESPN, Nickelodeon, Lifetime, USA and CNBC.

The study shows that all other dayparts saw increases in commercial minutes from the same time a year ago and that daytime is the most cluttered daypart. Total ad minutes also were up in all syndication programming types. The only areas not cluttered, according to the study, were local evening news and late night, which the study says reached new lows.

Of the networks, CBS recorded 19 minutes and 26 seconds per hour of nonprogramming in November, up from 18 minutes and 46 seconds in May 1993, making it the most cluttered in daytime, according to the study.

"If we don't continue to raise the industry's consciousness on this issue, we're concerned that programming will become even more cluttered," says Steve Grubbs, senior vice president, national TV buying, BBDO and chairman of the 4As National TV and Radio Committee.

—JC



# Classifieds

Closing dates have changed For rates and other information, see last page of classifieds

## RADIO

### HELP WANTED MANAGEMENT

**Extraordinary GM/GSM** or salesperson opportunities with Rockies resort radio group. Fax resumes and references in confidence to 203-938-3912 EOE

**SM, can you sell** established 10,000 watt All-Talk AM? With Rush, Larry, Alan, Bruce, etc. plus local SM, can you sell new C2 with Light Rock format in a 12M market? Both vibrant economies, excellent living areas 501-521-0005 EOE.

**KUNM radio station** at the University of New Mexico seeks applications for the position of general manager. KUNM is an NPR affiliate and has an eclectic music format. Deadline for receipt of applications is April 10, 1994. For complete job announcement and application procedures, please write: Everett Rogers, Search committee Chair, c/o Vivian Valencia, Office of Academic Affairs, Scholes Hall 226, The University of New Mexico, Albuquerque, NM 87131-1001 or call 505-277-2611. The University of New Mexico is an affirmative action/equal opportunity employer and educator.

### HELP WANTED PERSONALITY/TALENT

**Sportsradio talk show host:** Applicant should possess strong, dynamic, personality, a radio entertainer, not a talking head. Sports knowledge. Major market experience, and a proven track record. Rush tape and resume to: Tom Lee, Sportsradio KJR, 190 Queen Anne Ave. N., Seattle, WA 98109 206-285-2295 EOE.

### HELP WANTED SALES

**Radio sales:** Working in New York but living in New Jersey? Tired of the commute? Greater Media's WMGO/WCTC in Central NJ is looking for an exp. sales person. Senior position, major mkt comp. EEO. Letter & resume to: GSM Tony O, Box 100, New Brunswick, NJ 08903

**N.Y. Network AE** for blue chip product. First class company. Experience necessary. All replies confidential. Reply to Box A-38 EOE.

### HELP WANTED NEWS

**Number one radio station** in top 20 market seeks sports talk show host/sports reporter. We are looking for an energetic person with a fresh perspective. Must be a good writer, with at least 5 years broadcast experience. Send resume and aircheck to Box B 15. Equal opportunity employer, M/F.

**National radio host:** Marketplace, American Public Radio's national business program, is looking for an engaging, energetic host and journalist for its highly successful morning program, now carried on more than 200 stations nationwide. We want someone who will continue Marketplace's tradition of making business and economic news accessible, interesting and entertaining. Credible yet conversational writing and delivery style, and understanding of business and economic news. Minimum six years related experience. Overnight schedule. Excellent salary and benefits package. Send resume and tape to: J.J. Yore, Marketplace, University of Southern California, Los Angeles, CA 90007 or call 213-743-0487 EOE

**If you are looking for a real break** from "traditional" broadcast opportunities with a company that dominates a top 40 market, we should talk. We are looking for a high profile, committed, advertising/marketing professional for a top-list position at a killer News/Talk/Sports station in the Eastern Great Lakes Region. We offer a truly unique compensation package with the best benefits in the industry plus a management team that will help you meet your career objectives. Our sales associates are the most respected, hardest working and best paid in the area. If this sounds good to you, we want to hear from you. Letter and resume to Box B-14. All talented applicants encouraged. We are equal opportunity employers.

**News anchor 1010 WINS-AM:** New York's #1 All News radio station, 1010 WINS, is looking for full-time and freelance news anchors for future potential openings. Candidates must have at least 10 years on-air experience in broadcasting. News anchor experience necessary, all news experience preferred. Person must be adept at working own board (i.e. playing cards, bringing in live reports, monitoring audio levels, playing spots, etc.). Strong writing skills crucial since anchors write extensively. Ability to use Basys newsroom computer required. Anchors also record commercials. Apply only if you are energetic, enthusiastic, spirited, and hard driving (all qualities necessary when delivering news to New Yorkers!). WINS gives the news FIRST, FAST and NOW. Anchors' style must match. An equal opportunity employer. Send tape & resume to: Steve Ziegler, News Administrator, 1010 WINS-AM, 888 Seventh Avenue, 10th Fl., New York, NY 10106. (Absolutely no phone calls accepted!)

**News director:** Rare opportunity to lead our national award winning public radio news department, serving Rockford and other northern Illinois markets. Emphasis on leadership, editorial policy, in-depth reporting and high production values. Participates in fundraising and promotions. Requires BA or equivalent plus two years experience, demonstrated journalism, writing, announcing, production, leadership skills. News director experience preferred. Salary \$25-30,000, excellent benefits. Non-smoking workplace. Letter, resume, references, audition tape and transcripts received by February 28th. Applications without all the above not considered. Michael Lazar, GM, WNIU/WNIU, Northern Illinois University, DeKalb, IL 60115. AA/EOE.

### HELP WANTED RESEARCH

**Radio research:** Reputable radio research firm seeking radio research analyst for immediate opening. Minimum 5 years radio research experience at a radio station, group or research firm. Research-related degree and hands-on radio experience preferred. Must relocate. Reply to Box B-3 EOE

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Help wanted:** Applications, resumes, and tapes are being accepted for several staff positions at a new Chicago-area Christian AC format. Ministry-minded professionals with at least three years experience should send information to: IBI Radio Ministries, PO Box 140, Carlinville, IL 62626, 217-854-4600. EEO.

### SITUATIONS WANTED MANAGEMENT

**GM/GSM:** 20 years/6 as GM. Will move to Indiana, Illinois, Wisconsin, Iowa or Missouri. Sales oriented. Promotion experience. Want someone who wins? 915-695-2622. Sales, programming and management qualified. All replies answered.

**Winning GM/GSM:** Young, intelligent radio professional with 7 years of successful sales and general sales management seeks GM position in mid-size market. GSM position in large or mid-size market would also be considered. I'll provide excellent leadership, creativity and bottom line performance for your radio station - proven track record and love of the business. Please send inquiries to: Box B-16 or call 616-676-1248

**Don't miss out!** East Southeast only for Gary Portmess to manage your broadcast property. Call or fax 305-429-9265

### SITUATIONS WANTED ANNOUNCER

**22 year professional!** looking for morning drive/operations opportunity. If promotions and community involvement are important to you, we need to speak. Country preferred, available to relocate. Serious inquiries only please. Reply to Box B-17.

### SITUATIONS WANTED NEWS

**Anchor/reporter:** A total team player. Seeking news/sports reporting position with small/medium market station. Loves hard work and long hours, can manage single-person department. Midwest market wanted—Illinois/Wisconsin preferred, but can relocate. Contact Brian Adams 815-236-3222.

### MISCELLANEOUS

**DJ's:** Have your own funny "Top Ten" list daily. Funny, topical, changes daily-record & use on air. 1-900-773-5300 ext. 125 \$2.00 min. AVG. 2-Min.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business manager:** WGAL 8, the Susquehanna Valley's #1 rated TV station, is seeking a proven professional to be part of its management team. The properly qualified individual will head up our business office. This position supervises a staff of four people and is responsible for all phases of accounting at the station. The position also requires extensive reporting to our corporate offices as well as to the station's vice president and general manager. Applicants should have a degree in accounting or a related field. Broadcast experience or a CPA certificate would be a plus but is not required. Resumes should be sent by March 4th to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604. WGAL 8 is an equal opportunity employer.

**Marketing representative, local sales.** Minimum 3 year's broadcast sales experience. Proven new business development track record. Computer literacy required. Experience using Harvard Graphics, Scarborough and other qualitative research data bases a plus. Send resume & salary requirements and references to: Christopher J. Koch, LSM, WCAU-TV, City Ave. & Monument Rd., Philadelphia, PA 19131. No phone calls. EOE. Drug testing required.

**Sales manager:** WYZZ-TV Fox 43 seeks a manager for its expanding sales operation in Peoria, Illinois. This is a great opportunity for an experienced leader and motivator. Call in confidence Dave Wittkamp 1-800-733-2065 EOE.

**Manager:** Career opportunity for experienced sales pro with strong work ethic. Leadership, training skills, and the ability to sell above the numbers are mandatory requirements. The focus of this position is centered on local retail and regional sales development in two new adjacent market affiliated stations in Louisiana and Mississippi. Send complete resume to: Pat Newberg, GSM, KADN TV, 1500 Eraste Landry Road, Lafayette, LA 70506. EOE

**Exec. dir. for media programs** in the former USSR for Internews, a U.S. non-profit. Duties: Supervise operations in Russia and Ukraine/restructure and expand operations in Russia/aisson to US headquarters. Qualifications: Management in network TV or comparable experience/familiarity with culture and politics of Russia and Ukraine/residence in Moscow and travel required. Russian speaker highly desirable. Resume to Deborah Mendelsohn, Internews, PO Box 4448, Arcata, CA 95521, fax: 707-826-2136. EOE.

**WOOD TV, Grand Rapids, MI** (36th DMA) is seeking a local sales manager. WOOD TV has all the tools needed to help achieve our goals. Qualitative research, vendor development, S.T.A.R., and interactive sales programs. Successful candidate must have experience with all the above, be a creative thinker, team player and coach, and possess a proven track record of new business development. This is a career opportunity to join a growing, progressive group. Send resumes to: General Sales Manager, WOOD TV, 120 College Ave., Grand Rapids, MI 49503. No phone calls please. EOE.

**TV director of sales:** Experienced sales executive to lead our sales team. At least 5 years broadcast sales experience including management. Send resume (no calls) to Thomas P. Kane, President and General Manager, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

**Vice President, Ventures:** Oregon Public Broadcasting is looking for a unique individual who possesses both the creative energy and organizational skills to head up new ventures. Individual will be responsible for a number of things, including production facilities rental, production for hire; spectrum leasing and rental; retail development; product development of production related materials, including interactive media, market development, distribution and sales of OPB products; catalog development, etc. College degree preferred, but not required. Requires demonstrated experience and documented success in marketing and product development. You must have strong writing and proposal development skills, experience in developing business plans, effective communication and computer skills. You must be resourceful at building partnerships, strategic market planning, budget development and management, and be able to work flexible hours. To apply, send cover letter and resume to: OPB Personnel, 7140 SW Macadam Ave., Portland, OR 97219. Application materials must be received by March 18, 1994. Equal opportunity employer.

#### HELP WANTED SALES

**Top 15 S.O.-S.O.-Fox affiliate** has opportunity for a serious career minded AE. Must be able to sell aggressive estimates. Bears, Bulls, Roseanne, Coach, Star Trek: Next Generation, etc. Computer literacy and BMP experience a plus. Mid-size, Midwest. Send resume & letter to: Matt Pryor-GSM, KLJB, 937 East 53rd Street, Davenport, IA 52807. EOE.

**Junior account executive:** Genesis Entertainment seeking an aggressive and motivated individual for its NY office. Television and/or sales experience preferred. Must possess strong work ethics for outstanding growth potential within company. Mail or fax resume to: Maria Healy, Genesis Entertainment, 625 Madison Avenue, 11th Fl., New York, NY 10022; fax: 212-527-6401; phone 212-527-6415. EOE.

**Aggressive "Top Gun" local AE:** Fox 45 television in Baltimore, one of the fastest growing stations in the country is looking to add a "heavy hitter" to its local sales staff. Candidates must have at least 3-5 years in local sales, be research & computer literate. Send resume, references and "why you" cover letter to: Darren Shapiro/LSM, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

**National account executive:** Sinclair Broadcasting is growing and expanding. We are presently interviewing for the position of national account executive. This individual will be based out of NYC and will be our spot sales liaison between our stations and our rep firms. This individual must have at least three years of TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF and Sinclair Broadcasting are equal opportunity employers.

#### HELP WANTED SYNDICATORS

**Syndication party:** We are seeking experienced syndication party(s) to make 1. Sales of our Feature Movies to the "cable channels" (well budgeted movies). 2. And make sales on three new syndicated TV series (one with award winning star) to the "TV stations". We are a company with a splendid record in theatrical distribution. Call for interview 703-359-8733. EOE.

#### HELP WANTED TECHNICAL

**Online editor** for an established production and post-production house in Central Connecticut. Must have a minimum of 3 years experience. Must be fluent with Sony 9000 Editor, GV 200, and multi-channel DVE. Formats include Beta SP, 1" and D2. Please fax resume to: 203-659-4549. EOE.

**Chief engineer:** Central PA Fox affiliate is looking for a hands-on chief. Applicants must have station studio and transmitter experience. Send resume and salary requirements to Personnel Manager, WPMT Fox 43, 2005 S. Queen St., York, PA 17403. EOE.

**3 producer/director/TD's wanted:** Experience needed in switching live, multi-camera shoots. Heavy travel involved. Good bucks. Have fun and be on the cutting edge of entertainment television. Tape & resume to Mike Ousley, PO Box 20603, Birmingham, AL 35216. EOE.

**Maintenance engineers:** Telemundo Television Group seeks several highly qualified technicians for its Florida network facility. Candidates must be experienced in the maintenance of various studio, production or ENG field equipment. Salaries are competitive. Send resume to: Telemundo Group, Human Resources Department, 2470 W. 8th Avenue, Hialeah, FL 33010. EOE.

**Odetics Inc.,** manufacturer of Broadcast Cart Machines has immediate opening for director of engineering. Responsibilities include managing the development of broadcast products, coordinating electrical, mechanical and software engineering activities. Position requires BSEE or BSME, 5+ years experience managing a multi-functional engineering group and previous experience in commercial product design and manufacturing. Odetics offers a competitive salary and a comprehensive benefits package. Equal employment opportunity employer. Send resume and salary history to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

**Assistant chief engineer:** Need hands-on, take charge manager. Able to supervise and maintain transmitter, production, master control, and studio equipment, microwave truck, and post production facility. Will also supervise regular work scheduling as well as preventive maintenance, people skills are a must. Diploma type First Class Radio-telephone license required. Send resumes to General Manager, WFMJ-TV, 101 Boardman Street, Youngstown, OH 44503-1305. EOE/no phone calls please.

**Southwest VHF network affiliate** seeks "hands on" chief engineer. Responsibilities to include experience in maintenance and repair of RF and studio equipment. Computer skills is a big plus. People skills a must. Reply in confidence to Box B-18. EOE.

**Aggressive and growing Sunbelt affiliate** needs an experienced engineer to maintain studio and transmitter equipment in a brand new facility. Equipment includes BTS and GVG switching and graphics. 3/4" video tape. Fixed and mobile uplinks, fiber optic and microwave ENG systems, redundant VHF transmitters, as well as all the basics. Please mail or fax resume to: Chief Engineer, WCB-TV, PO Box 271, Columbus, MS 39703. Fax# 601-327-0020. EOE.

**KADY television is actively seeking** a broadcast maintenance engineer. Requirements include experience with Sony BVU-U Matic 3/4 inch, BetaCam/BetaCart 1/2 inch, 1 inch Grass Valley switchers, CMX Editing systems, Abekas DVE systems, and related production equipment. RF and microwave experience is a plus. Candidate must be able to troubleshoot to the component level and have an Associate's Degree in Electronics or equivalent work experience. Two (2) years broadcast experience or SBE certification is preferred. Send letter, resume, and salary history to: Chief Engineer, KADY Television, 663 Maulhardt Ave., Oxnard, CA 93030. Fax 805-485-6057. EOE.

**TV network maintenance engineer:** Oklahoma PBS affiliate has an opening for a microwave field engineer. Component level trouble shooting skills required. Must have UHF and VHF translator and transmitter experience. In state travel required. Benefits include paid leave, insurance, and retirement. Please send resume with salary history to the Personnel Department, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113, AA/EOE.

**Fox affiliate, WFFT-TV, Ch 55** in Fort Wayne, Indiana seeks chief engineer with minimum 5 years broadcast experience transmitter, RF and troubleshooting skills. Personal computer use/repair ability a plus. Must be organized, self-motivated and able to work with people. Comprehensive benefit package offered; drug screening required. EOE. Send resume with salary requirements to: Stephen Pozezanac, Operations Manager, WFFT-TV, PO Box 8655, Ft. Wayne, IN 46898-8655.

**Opening for assistant chief engineer** experienced in maintenance of all types of studio, production and ENG field equipment with emphasis primarily in maintaining UHF transmitters. SBE certification necessary. Strong interpersonal/communications skills, computer literate and ability to conceptualize and implement new ways of doing things. Individual should have abilities and desire to assume responsibilities of chief engineer in a very short time. Fax resume to 703-528-2956 or mail to Personnel, Urban Broadcasting Corporation, 3565 Lee Highway, Arlington, VA 22207. EOE M/F.

**Maintenance engineer:** Responsibilities include the maintenance of studio, video tape and electronic news equipment, including cameras, video tape recorders, video switchers, digital effects, editing and transmitting equipment. FCC license preferred. Professional related maintenance experience required. Send resume to: Raymond Johns, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

#### HELP WANTED NEWS

**News director:** Aggressive top 50 Fox affiliate seeks news director for start up 10pm newscast. News director experience is required, along with strong people skills and a successful track record. Send resume to Personnel Manager, WPMT Fox 43, 2005 S. Queen St., York, PA 17403. EOE.

**Producer/anchor/reporter:** For a national, weekly news program. Should have a broad knowledge of the Middle East and the Jewish community. Must possess strong writing and videotape editing skills. Send resume, demo reel and references to: Director of Production, JTN, 9021 Melrose Avenue, Suite 309, Los Angeles, CA 90069. No calls. Send material ASAP. EOE.



**Producer:** KGW-TV is looking for a news producer responsible for organizing, coordinating, and directing the production activities of daily newscasts. Requires excellent communication skills, ability to develop a team approach to newscast production, college degree, and at least three years commercial news television production experience, preferably on a daily newscast. Send resume and non-returnable 3/4" tape of a program you recently produced to: Human Resource Administrator, KGW-TV, 1501 SW Jefferson St., Portland, OR 97201 EOE M/F/D/V

**Assistant assignment editor:** Applicants accepted with the following qualifications only: Two years experience on television news assignment desk in top 50 market. Position requires self-starting, energetic, highly organized individual with a good sense of direction, ability to communicate effectively with diverse newsroom staff and competitive motivation to follow a story through to the end. Other candidates need not apply. Please send resume to: Mariann Krusheski, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No phone calls or faxes. We are an equal opportunity employer.

**Weathercaster:** Award-winning news station in a beautiful western mountain market is looking for a weathercaster with authority. Familiarity with Kavoris, AMS seal preferred, and background in presenting user-friendly weather are important. Minimum 3 years experience preferred. Reply to Box A-55. EOE.

**WHOI-TV, Peoria, Illinois** is looking for a news anchor to work in aggressive operation with established female anchor. Writing, producing, reporting and personal appearance are all part of this job. Position calls for substantial news experience and knowledge of issues. Tape and resume should be sent to Jack Keefe, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61611 EOE/MF

**WSYX-TV** is looking to fill the position of news photographer. Qualified candidate should be experienced in shooting ENG tape, editing news tape, limited fact gathering and news gathering, basic vehicle and equipment maintenance, live remote broadcasts, using ENG microwave trucks, portable microwave equipment. Limited field producing, including direction, lighting direction, lighting and coordination of reporters and other news talent. Send resume and tape to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: News Photographer. No phone calls please. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

**Main sports anchor** for aggressive mid market affiliate in the Southwest. Minimum two years experience. Please send tape, letter and resume to Box B-19. EOE

**News photographer:** Need aggressive photographer/editor who can tell a story with video and sound. Must have experience. Resume and non-returnable tape to: T. Hiebert, KTVB (CBS), 1007 W 32nd Avenue, Anchorage, AL 99503. Close 2/27/94. EOE

**News manager:** Are you aggressive, contemporary, and a proven team leader? Are you ready to move up? McHugh & Hoffman, a leading broadcast consulting firm, is currently seeking news director and executive producer candidates for client stations in top markets. Send resume, 3/4" newscast tape and brief philosophy to: McHugh & Hoffman/Talentbank, 8301 Greensboro Drive, #490, McLean, VA 22102. EOE

**Producers: Two positions available,** 5pm and weekends. WSMV-TV is seeking two newscast producers. Superior writing skills, high creativity and organizational skills are a must. Minimum two years experience. Submit resume and non-returnable tape to: Alan Griggs, News Director, 5700 Knob Road, Nashville, TN 37209. No phone calls. EOE

**Assignment editor:** Strong CBS affiliate looking for an assignment editor. Idea candidate has strong people skills, can generate story ideas, and works well under pressure. Minimum two years desk experience required; absolutely no beginners or recent graduates. Good stepping stone to management. Send resume, news philosophy and salary history to: Elliott Wiser, News Director, WTVF-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. Minorities and women strongly encouraged to apply. M/F/EOE

**News photographer:** Network-owned station looking for photographers with one year or more experience. We want photo-journalists who can help make our news unique and indispensable to our viewers, and who expect to win! Send tape/resume to: David Hooker, WFRV-TV, 1181 East Mason Street, Green Bay, WI 54301. CBS Inc. is an equal opportunity employer.

#### HELP WANTED RESEARCH

**America's #1 Fox affiliate,** KMPH Fox 26, has an opportunity for an experienced research director. Work with Scarborough, BMP and PC based Corel Draw and Pagemaker. Use your knowledge of qualitative research and Nielsen ratings to create sales and marketing print support materials and client presentations. Send resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 2/28/94. An EOE-M/F/D. Women and minorities are encouraged to apply.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotions manager:** ABC affiliate in Palm Springs, CA has an immediate opening for an energetic, creative, hands-on individual to oversee all on-air and station promotions. Must be a top performer with excellent leadership, organizational, writing, and producing skills. 1-3 years experience required. We are a TQM company. Salary negotiable. Send resume and non-returnable tape to: GM, 42-650 Melanie Place, Palm Desert, CA 92211. No calls please. EOE

**Promotion manager wanted:** Powerful southeast network affiliate with dominant #1 news needs a promotion leader, someone who has the track record, imagination and expertise to give this medium market station a top 50 market look, group owned, all the tools, we will pay for top talent. EOE, drug-testing. Reply to Box B-9

**Creative services manager:** ABC affiliate in Palm Springs, CA. Market leader! 2 years experience required in writing & producing local TV commercials. We need someone to take us to the next level in creative services. Send resume and non-returnable tape to: Bill Evans, General Manager, 42-650 Melanie Place, Palm Desert, CA 92211. Salary negotiable. We are a TQM company. EOE. No phone calls please.

**Talk show producer:** National talk show based in Chicago, looking for experienced producer. Minimum 3 years talk show experience required. Send resume only to Box B-8. EOE.

**Graphic artist:** If you want to work in a very creative city for the most creative TV station, we want you to come to Austin, Texas. We're looking for a cutting edge news graphic artist with excellent design and illustration skills, paint system expertise and post production knowledge. Two years experience a must. Position closes Feb. 18th. Send resume to: Margaret Monr, PO Box 490, Austin, TX 78767. EOE M/F

**European network** seeks photographer/editor for its New York bureau. Will help young and energetic team cover hard news and features. Creative minds with some experience should fax resume to: RTL4, 212-975-7448. EOE

**Writer/producer/editor:** 38th market CBS affiliate in search of strong promotion writer/producer/editor. Candidate must have experience producing creative and effective news, programming and station promotion. Shooting and graphics production experience a plus. Send resume, salary requirements, and non-returnable tape (3/4" or Beta) to: Christopher Dominici, WTKR Television, 720 Boush Street, Norfolk, VA 23510. EOE

**Commercial writer/producer/director:** Broadcasting degree + experience in extensive client contact, commercial writing, videography, editing 3/4", and graphics post. Must handle high volume/pressure deadline environment. Prefer 2 yrs experience. Pay DOE. Send resume to: Bob Johnson, WAGM-TV, Box 1149, Presque Isle, ME 04769. Deadline February 22. WAGM-TV is an EEO.

**New York area national talk show** seeking talented producers and associate producers who are tired of the same old talk show grind. We're different because we try to push the envelope every day. If you have a mountain of creativity that is going unrealized with a proven track record booking well-spoken relationship type guests, we should talk. Minimum 3 years talk show experience required. All resumes confidential. Reply to Box B-20. EOE

**Producer/director:** 2 positions available. Strong public television station seeks aggressive, energetic and talented individual for the position of producer/director. BA Degree in Broadcasting/Film & Video or equivalent experience. Must have demonstrated abilities in producing/directing broadcast commercial and business television productions. Practical experience with ENG/EFP and editing a must. Experience with MII, CMX3400, Grass Valley 200 Switcher and ability to supervise production crews preferred. Responsibilities include all aspects of teleproduction from program conception to production. Salary commensurate with experience plus excellent benefits package. Send resume to: Timothy M. Scarpino, Production Manager, WGVU-TV & WGVK-TV, 301 West Fulton, Grand Rapids, MI 49504-6492. No tapes or phone calls. Please indicate where you saw this ad. Deadline for application is February 20. EEO/AA/ADA

**Express yourself!** Fox WFTX-TV in sunny Ft. Myers, Florida is seeking a creative graphic artist with the imagination and talent it takes to translate ideas into art. Must have working knowledge of computer graphics, print layout experience is a plus. Send non-returnable tape and resume to: Jon Esther, Creative Services Director, WFTX-TV, 621 Pine Island Road, Cape Coral, FL 33991. We are an equal opportunity employer.

**Production manager:** Midwest CBS affiliate seeking aggressive individual to lead a well-established 13-person production staff. Responsible for overall news, commercial production and general look of station, must be capable of improving on all aspects of station's production look. Send resumes to: Jim Grimes, General Manager, PO Box 123, Rockford, IL 61105. EOE M/F

#### SITUATIONS WANTED MANAGEMENT

**15 year veteran** broadcast-cable specialist seeks new challenges for 1994 and beyond. Hands-on (7) new-launch TV station track record combines with successful cable act works as consultant to 6 network affiliates to make me a rare, valuable and productive addition to your team. Victor Fredericks 407-574-0305

#### SITUATIONS WANTED NEWS

**Emmy winning film and video** (Ikegami HLV-55) crew based in Florida and the Caribbean. News, sports, documentary, maritime and underwater. 813-645-6331

**Tri-lingual British newshoundess/TV reporter** looking for growth opportunity. Broadcast Journalism degree. Ready and willing to relocate. 617-773-8223

**ENG photographer/editor:** Young, well rounded, highly motivated, seeking news/sports reporting position at small/medium market station. Can do it all! Opportunity important, not location. Contact Ben Becker 202-362-3623.

#### SITUATIONS WANTED ANNOUNCERS

**Calling all voice talent scouts!** Looking for that "distinct" voice? Please call 617-298-3437 for a sample tape and resume.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Take advantage** of a recent college graduate willing to go the distance for your production company! Interested in all technical aspects of corporate video; familiar with Betacam and 3/4 formats, willing to work long hours and will relocate. How could you go wrong? I have the potential need the opportunity. Call Brad at 410 268 6059

#### MISCELLANEOUS

**Career Videos:** Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, job search assistance, proven success. 708-272-2917

**TV news journalists!** Looking for that job? Then our up-to-date News Station Director is a 'must'. Get your copy. Send \$29 check to: C. Marketing Works, 18 Lisa Dr., Ste. B, Nashua, NH 03062, or call 603-888-6788

### ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Assistant professor:** Tenure track. MA required, Ph.D. or near preferred. Professional experience in video production and university level teaching desired. Successful candidate will teach courses in studio production, ENG/EFP and editing, and directing. Must demonstrate commitment to quality teaching and engage in research/creative activity. Applications received before February 18 will receive priority consideration. Send resume and three letters of recommendation to: Joe Hall, School of Communication, the University of Central Florida, Orlando, FL 32816. The university is an EEO/affirmative action employer.

**Assistant professor, tenure-track:** Candidate will teach core course in broadcast news writing and reporting and other courses in broadcast journalism as needed. Master's degree required, doctorate preferred. Significant professional experience in broadcast journalism required. Send application letter, names, addresses and telephone number of three references, and vita by March 15 to Dr. Maureen Nemecek, Chair, Personnel Committee, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. OSU is an EEO/AA employer. Women and minorities are encouraged to apply.

**Middle Tennessee State University** seeks a tenure-track assistant/associate professor to develop and teach courses in radio/television news and related areas. Ph.D. (ABD considered) OR equivalent media experience required. (Position Number 144140). Salary commensurate with background and experience. Appointment effective August, 1994. The department is especially interested in developing radio news/talk and/or sports reporting courses. Review of applications will begin February 15, 1994 and continue until the position is filled. Applicants should submit letter of intent referencing the position number, college transcripts, proof of eligibility for employment, current CV and three references to: Dr. Albert Moffett, Search Committee, MTSU Box 58 Murfreesboro TN 37132. MTSU is an equal opportunity affirmative action employer.

**Assistant Professor, Mass Communications:** Teach full time in broadcast journalism, intermediate TV production and introduction to mass communication. Co-curricular work will be assigned by chair and division head. Terminal degree preferred. Must have a master's degree and 18 hours in teaching field, professional experience in broadcast journalism and production of electronic news, and excellence in college teaching experience preferred. Application deadline is April 1, 1994. Apply to Dr. Charles C. Harbour, University of Montevallo, Communication Arts, Station 6210, Montevallo, AL 35115. Individuals with disabilities who require a reasonable accommodation in order to respond to this announcement and/or participate in the application process are encouraged to contact the Office of Personnel Services at 205-665-6055 for assistance. The University of Montevallo is an affirmative action/equal opportunity institution.

**Journalism educators:** The UW-River Falls department of journalism seeks applicants for two positions in its ACEJMC accredited program, beginning with Fall semester, 1994-95. **Broadcast journalism:** Tenure-track position teaching courses in radio/television news and production, broadcast writing, management. Prefer additional ability in media history, corporate television or print reporting. Strong professional experience necessary. MA required. PhD preferred. Position also involves supervision of student electronic media (radio station and television news program). #94-18. **Lecturer:** One year appointment to teach courses in media writing, print reporting and magazine writing. Three-quarters time. Media experience required. MA preferred, BA required. #94-19. Both positions begin August 22, 1994. Letter of application, vita and at least three letters of reference by March 15, 1994 to: Chair, Search and Screen Committee, Journalism Department, UW-River Falls, River Falls, WI 54022. Please indicate for which position you are applying. AA/EEO. Women and minorities especially encouraged to apply.

**Assistant Professor, Speech & Theatre:** Teach full time in speech & theatre content and design/supervise execution of costumes for the university theatre. Appropriate co-curricular work will be assigned by chair. Terminal degree preferred. Must have a master's degree and 18 hours in teaching field; college teaching and costume expertise is required. Application deadline is April 1, 1994. Apply to Dr. Charles C. Harbour, University of Montevallo, Communication Arts, Station 6210, Montevallo, AL 35115. Individuals with disabilities who require a reasonable accommodation in order to respond to this announcement and/or participate in the application process are encouraged to contact the Office of Personnel Services at 205-665-6055 for assistance. The University of Montevallo is an affirmative action/equal opportunity institution.

#### HELP WANTED RESEARCH

**Radio research:** Reputable radio research firm seeking radio research analyst for immediate opening. Minimum 5 years radio research experience at a radio station, group or research firm. Research-related degree and hands-on radio experience preferred. Must relocate. Reply to Box B-12. EOE.

#### HELP WANTED ADMINISTRATIVE

**Director/School of Journalism:** The School of Journalism at the University of Southern California is seeking applications and nominations for a new director to be appointed beginning August 1, 1994. The candidate should have as many of the following attributes as possible: A distinguished record of achievement in journalism and the qualifications immediately to become a tenured professor on the School of Journalism faculty, an advanced degree, and extensive experience in higher education. The duties of the director will include budget administration and fund raising efforts. We seek a candidate who understands and appreciates the technological changes facing journalism and is able to help the faculty integrate those changes into the curriculum.

The new director will appreciate the need for professional accomplishment as well as research and scholarship by our faculty. We also seek a candidate with the ability to represent the School at all levels of the university and with a strong interest in developing interdisciplinary programs. The candidate will have the enthusiasm to represent the School in national and international media organizations and throughout the School's various constituencies. The School has 420 undergraduates and 75 graduate students. The School offers undergraduate and graduate sequences in print, broadcast and public relations. The school includes the Center for International Journalism and semesters abroad. JSC is an equal opportunity, affirmative action employer. Nominations or applications with resumes may be sent in confidence to: Professor Sherrie Mazingo, Chair, Search Committee, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695. 213-740-3916.

#### HELP WANTED MANAGEMENT

**Sales managers/sales reps/franchise owners:** Fast growing direct mail division of Cox Enterprises, Inc. has openings for sales managers, sales reps and/or franchise owners in various markets. 25 year old national company. Send resume and letter indicating interest to: Joe Bourdow, Exec. VP, Val Pak Direct Marketing Systems, Inc., 8605 Largo Lakes Drive, Largo, FL 34643. Offering of franchises made by prospectus only. EOE.

**Indiana High Education Telecommunication System (IHETS):** IHETS is recruiting for a new position in program services and has re-opened the search for director of the operations and development division. Complete job descriptions and position requirements can be obtained from gopher.ind.net. An EO/AA employer. IHETS encourages applications from all qualified candidates. Director of system operations and development. Will develop and implement innovative distance education network services and applications in a rapid growth environment. Responsible for all aspects of information technology and administrative systems, including coordination and planning for the interinstitutional electronic communications environment and ongoing implementation of new technology applications using satellite and computer-based technologies. Candidates must possess a bachelor's degree and substantial experience in an information technology related position with at least 10 years direct participation, 5 of which must have been in a management capacity. Significant information technology experience, preferably in higher education or other complex institution. Demonstrated ability to work with people. Knowledge of video and computer networking technologies. Graduate degree in a related field and 10 years or more experience in the information technology environment, 7 or more supervisory preferred. Deadline for applications is March 1, 1994, applications will be reviewed until the position is filled. Send letters of application, resume, and 3 references to Dean Dale Dowden, Chair, Search & Screen Committee, 957 W. Michigan St., Indianapolis, IN 46202-5184. EOE.

#### HELP WANTED NEWS

**Internships:** Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact Charles Wheeler, PAC 426, SSU, Springfield IL 62794-9243. 217-786-6535. EOE.

#### FINANCIAL SERVICES

**Lease purchase option:** Refinance existing equipment, lease purchase new equipment, no down payment user friendly. Carpenter & Associates, 800-760-4020.



### EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent 914-937-1719. Julie Eckhart, ESP

### EMPLOYMENT SERVICES

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

### WANTED TO BUY EQUIPMENT

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpe Video 301-694-3500

### FOR SALE EQUIPMENT

**AM and FM transmitters**, used, excellent condition, tuned and tested your frequency. Guaranteed financing available. Transcom 800-441-8454, 215-884-0888, Fax 215-884-0738.

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's, antennas, consoles, processing turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. Fax 314-664-9427.

**Refurbished transmission line**, 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 40 sections available @ \$500.00 each (hangers available). Call 904-796-4531

**Studio camera chains:** Ikegami HK-312D/E Multi-core and Triax cameras using 30mm XQ1410 Plumbicons with full servo lenses (Canon 14 x 12.5, 18 x 16, Fujinon 28 x 15, 17 x 16.5, 16 x 17, MCJ, CCU). Mobile unit. 1979 Barth mobile video unit with (4) Ikegami HD-79 cameras, Ward-Beck audio, IFB system, GVG 1600-1L switcher, gasoline powered 32 ft LOA, 21,000 lbs. Contact Jim Richards, ABC-TV Network, NY at 212-456-4904.

**Satellite uplink vehicle:** 2.4 meter, RSI offset, phase combined MCL, 300 watt TWTA, redundant exciters, 20 kw generator and much more! 508-877-2210

**G.I. Videocipher II Plus:** Single Thread Encoder with custom cases. One year o.d. Ready to go! 508-877-2210

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## CABLE

### HELP WANTED MARKETING

**Director of marketing:** Corp. office of Prime Cable in Austin, Texas, seeks director-level individual to provide support to cable systems in subscriber communications, retention marketing, PPV, telemarketing and programming. Requires 5+ yrs cable marketing management exp. within a large urban system, or in a regional or corporate environment, strong track record with proven results and college degree. Interested candidates may forward resumes indicating current earnings to Human Resources, Prime Cable, 600 Congress #3000, Austin, TX 78701. EOE M/F/D/V

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**MDA**  
Muscular Dystrophy Association

### RADIO HELP WANTED SYNDICATORS

#### RADIO SYNDICATION SALES

Ground-floor opportunity with growing syndicator representing programming in every format. Build your own account base. Need good "cold caller" who can "close". Paid Travel. Liberal Commission Structure. Relocation Not Necessary. Send resume to: Syndicator on Services, P.O. Box 93421, Atlanta, GA 30318. EOE

### LEASED TIME PROGRAMING

**PRIME RADIO TIME AVAILABLE  
FOR LEASE ON WEEKENDS**  
ROCKLAND COUNTY, N.Y. UPPER WESTCHESTER  
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**VERY COMPETITIVE RATES!**  
CALL: 212/769-1925 1-800-628 TALK  
FAX: 212/799-4195

### SITUATIONS WANTED ANNOUNCERS

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The National  
Data  
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announces that it has issued a Request for Proposal (RFP) for interested parties to submit proposals for high-speed data broadcasting systems using the NTSC television service as a delivery medium to be considered for evaluation and eventual adoption as a voluntary national technical standard for data broadcasting. Deadline for submission of proposals is May 2, 1994. The NDBC is a joint committee of the National Association of Broadcasters (NAB) and the Electronic Industries Association (EIA).

For a copy of the RFP or further information:

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**For subscription information  
 call 1-800-554-5729.**

## Turkish pay TV

*continues from page 36*

plans. Aksoy hopes to have between 100,000 and 150,000 subscribers within the first year. Cine 5 is also in negotiation with the government to gain cable access. Cine 5 has four transponders reserved on the delayed Turksat bird and expects to offer a direct-to-home service with more niche channels once the satellite goes

into orbit this summer.

Although currently 100% owned by Aksoy, equity investment in the service remains a possibility for one or more of the studio programming partners. "For us it's simply a good licensing deal," said MGM's Gary Marenzi of what he termed the "pay TV feeding frenzy" in Turkey.

The pitched battle between start-up channels in new markets such as Turkey is indicative of the pace of

development in some emerging markets. Yet while MGM is confident about its Turkish move, Marenzi remains cautious about leaping into such markets. Having hung back from any output deals with new Czech service TV NOVA (see story, page 36), Marenzi is concerned about maintaining the value of U.S. films in international markets. "I'm against rushing into a market too soon and setting the prices too low," he says. ■

# Valenti looks to mend fences in Monte Carlo

By Meredith Amdur

In a much-heralded appearance at the Monte Carlo TV programming market last week, MPAA head Jack Valenti offered a peace pipe to Europe's production community.

After months of bitter wrangling over GATT and European cultural quotas, Hollywood's pre-eminent lobbyist told a press conference gathering that, while conceding defeat on the GATT exclusion of film and TV product, he believed the pending communications revolution would render national restrictions obsolete. "Great new opportunities will open up, and the individual viewers in Europe, Asia, Latin America and the U.S. will be the beneficiaries," he said.

While dazzling his audience with the scope of the digital future, Valenti remained cautious on the highly sensitive issue of European program quotas on U.S. programming. "I just don't believe that in the future quotas will work," he said. Instead, he beckoned Europe's film producers to market more heavily in the U.S., carving out their own lucrative niche in a market that will be increasingly hungry for high-quality product. Valenti suggested that rather than fight the market with quotas and subsidies, France should consider investing in U.S. theater chains and studios.

Some studio executives quietly conceded that the MPAA's persistent championing of a free TV market may have done as much harm as good to their relations with European network buyers. One senior executive told BROADCASTING & CABLE that the best strategy for the future should be to continue behind-the-scenes diplomacy and work to support those European broadcasters most hurt by the

quotas, such as TFI.

In a charged political atmosphere, Valenti has become a lightning rod for French resentment of what is perceived as U.S. cultural imperialism. Yet Valenti ardently defended his position. "We're not dictating anything; all we want to do is make product that people want to see," he told BROADCASTING & CABLE. Now that the GATT battle is lost, Valenti says he

will turn his attention to other battles, particularly those involving copyright violations and rampant piracy in new markets. "In Russia and China there is no legitimate business... it's total anarchy with regard to intellectual property," said Valenti, who says he will keep out of Murdoch's battle with the Chinese government over that government's current ban on home satellite dishes. ■

## Program packager formed



Marvin Koslow



Merrill Grant

Veteran New York advertising and television production executives Marvin Koslow and Merrill Grant have formed a TV series packaging agency designed to place series or special programming on broadcast and cable networks for major corporate advertisers. Koslow, a former president of Bristol Meyers Squibb Co.'s consumer group worldwide division, and Grant, most recently chairman/CEO of Reeves Entertainment, founded Koslow-Grant Associates following a charter retainer from Clairiol to develop a series of "fashion-related" specials for network broadcast in 1994. "Basically, we go to a marketer or advertiser and present research data that gives them the insight to the marketing opportunities that exist with television programming and how we can translate this on creative terms," Grant says. "We then work with the marketing, advertising and Hollywood agencies to get the programing into a suitable time period."

—MF



# For the Record

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Abbreviations: alt—alternate, ann—announced, ant—antenna, aur—aural, aux—auxiliary, ch—channel, CH—critical hours, chg—change, CP—construction permit, D—day, DA—directional antenna, Doc—Docket, ERP—effective radiated power; Freq.—frequency, H&V—horizontal and vertical, khz—kilohertz, kw—kilowatts, lic.—license, m—meters, mhz—megahertz, mi—miles, mod—modification; MP—modification permit, ML—modification license, N—night, PSA—presunrise service authority, pwr—power, RC—remote control, SH—specified hours, SL—studio location, TL—transmitter location, trans—transmitter, TPO—transmitter power output, U or unl—unlimited hours, vis—visual, w—watts, \*—noncommercial. One meter equals 3.28 feet.

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**KOLD-TV** Tucson, AZ; **WSAV-TV** Savannah, GA; **WJTV(TV)** Jackson and **WHLT(TV)** Hattiesburg, both Mississippi; **WECT(TV)** Wilmington, NC; **WKEF(TV)** Dayton, Ohio; **KSFY-TV** Sioux Falls, **KABY-TV** Aberdeen and **KPRY-TV** Pierre, all South Dakota (KOLD-TV: BTCCT940120KE; WSAV-TV: BTCCT94120KI; WJTV: BTCCT940120KK; WHLT: BTCCT940120KL; WECT: BTCCT940120KJ; WKEF: BTCCT940119KJ; KSFY TV: BTCCT940120KF; KABY-TV: BTCCT 940120KG; KPRY-TV: BTCCT940120KH)—Action Jan. 31

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## Chairman's reply

Editor: In the Jan. 31 issue of **BROADCASTING & CABLE**, you reported on my speech to the INTV/NATPE convention on TV violence. Your article was generally accurate in its quotation of my speech, but dead wrong in at least one respect. You wrote that I "expressed skepticism about the so-called V-chip technology" in an appearance on NBC's *Today* show.

In my interview with Katie Couric I expressed not skepticism but admiration for the creativity and vision of Congressman Ed Markey's V-chip proposal.—*Reed E. Hundt, chairman, FCC, Washington.*

## Cut the fat

Editor: I've been in radio 34 years. I'm age 52 and a radio sales promotion consultant for small-market radio stations. I have never written to you before, but after I read where National Association of Broadcasters President Eddie Fritts gets an annual salary of \$410,000—double what the President of the United States gets—I damn near choked to death.

There is no way in hell Fritts is worth \$34,000 a month or \$8,000 a week or \$1,600 a day. No way! Something is wrong. NAB has a \$25 million budget, but \$7 million of that goes to administrative costs—way too high. Someone should cut the fat, big time.—*Jerry Hennen, president, Common Sense Radio Co., St. Cloud, Minn.*

## International question

Editor: We are now in the middle of the 1990s, a decade in which international is the number-one word.

Viewers have been offered a proliferation of "news" magazines, tabloids, talk shows and reality programs.

Where are the international magazine shows? We should either start giving viewers the information we claim they need or stop repeating the rhetoric about the new international era.

Where are the book reviews? Where are the consumer magazines? The health magazines? The work magazines? The education maga-

zines? The environmental magazines?

Where is the regular, in-depth information/editorial programing? Does anyone want to remedy any of these situations?—*Dexter Slaughter, Benton, Ky.*

## Canadian identity

Editor: Your Jan. 24 article, "Producers walk fine line between Canada and U.S.," states that Atlantis, along with several other Canadian producers, "grew up servicing U.S. producers and broadcasters." This is not true and creates a false impression of our corporate industry. We grew up initiating, developing and producing TV projects that were licensed by Canadian broadcasters. U.S. broadcasters began to license those Atlantis projects. Soon we were initiating, developing and producing programs that were simultaneously pre-sold to both Canadian and U.S. networks. Almost invariably we retained international distribution rights to projects we produced through our distribution arm Atlantis Television International (which later became Atlantis Releasing).

Since its founding in 1978, Atlantis has been involved in only a couple of service productions out of more than 65 productions. While those service productions were made with the same attention to cost and quality as the rest of our shows, they remain an atypical aspect of Atlantis's growth as a company.

—*Jeremy Katz, vice president, publicity, Atlantis Films Ltd., Toronto*

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# Datebook

## THIS WEEK

- Feb. 13-17—Freedom Forum Media Studies Center** research and technology studies seminar. Columbia University, New York. Contact: (212) 678-6600.
- Feb. 14—Nebraska Broadcasters Association** annual state legislative meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist, (402) 333-3034.
- Feb. 15—National Academy of Television Arts and Sciences, Washington Chapter**, high-tech TV toys seminar. WDCA-TV, Bethesda, Md. Contact: (301) 587-3993.
- Feb. 16—Wisconsin Broadcasters Association** winter convention. Edgewater Hotel, Madison, Wis. Contact: John Laabs, (608) 255-2600.
- Feb. 17—Federal Communications Bar Association** monthly luncheon. Washington Marriott, Washington. Contact: (202) 736-8149.

## FEBRUARY

- Feb. 17-20—Radio Advertising Bureau** managing sales conference and executive symposium. Loews Anatole Hotel, Dallas. Contact: Gail Staffens, 800-722-7355.
- Feb. 21-23—Great Lakes Broadcasting conference and expo.** Lansing, Mich. Contact: (517) 484-7444.
- Feb. 23-25—1994 Texas Cable Show.** San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.
- Feb. 25—Columbia Institute for Tele-Information conference.** Columbia University, New York. Contact: (212) 854-4549.

## MARCH

- March 4—Deadline** for entries for Radio-Mercury Awards sponsored by **Radio Creative Fund**. Contact: (212) 387-2156.
- March 15—Deadline** for entries for **National Press Club Awards** in consumer journalism, diplomatic and environmental reporting. Contact: Barbara Vandegriff, (202) 662-7523.
- March 18-21—Broadcast Education Association** Las Vegas. Contact: (202) 429-5354.
- March 21-24—National Association of Broadcasters.** Las Vegas. Contact: (202) 429-5300.
- March 24—National Association of Black Owned Broadcasters** 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.

## APRIL

- April 6—International Radio and Television Society** Gold Medal Dinner. Waldorf-Astoria Hotel, New York. Contact: (212) 867-6850.
- April 10-12—Cabletelevision Advertising Bureau.** New York. Contact: (212) 751-7770.
- April 12—50th annual Radio and Television Correspondents' Association** dinner. Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.
- April 12—"The Business of Entertainment: The Big Picture,"** conference sponsored by **Wertheim Schroder and Variety.** Pierre Hotel, New York. Contact: (212) 492-6532.
- April 15-20—MIP-TV** Cannes, France. Contact: (212) 689-4220.

## MAY-SEPTEMBER

- May 22-25—National Cable Television Association.** New Orleans. Contact: (202) 775-3669.
- May 22-25—National Association of Minorities in Cable.** New Orleans. Contact: (310) 404-6206.
- June 1-4—CBS affiliates** meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.
- June 8-11—PROMAX International and Broadcast Designers Association.** New Orleans. Contact: (213) 465-3777.
- June 23-24—Fox Broadcasting** affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.
- Sept. 16-10—International Broadcasting Convention.** Amsterdam. Contact: 44-71-240-3839.
- Major Meetings**

## Ray Rodriguez

**W**hen Ray Rodriguez was 16, he took a job at a Miami hardware store owned by a man who didn't take vacations.

Soon after he started, Rodriguez, now president of Univision, the largest Spanish-language network in the nation, was left in charge of the store when the owner took his first vacation in 25 years.

Working hard and establishing trust has been Rodriguez's style ever since his mother, father and three brothers immigrated to Florida from Cuba with \$300 to their name in 1960. It was shortly after Fidel Castro took power.

Rodriguez could well have learned the importance of trust at the age of 9 when, shortly after coming to the U.S., his mother left \$40, a huge sum for the family at the time, in a wallet in a grocery store. She returned to find the wallet untouched. "This country is OK," Rodriguez remembers thinking.

Strongly influenced by his father, who used the analogy of a foot race to drive home the importance of persisting until the end of a challenge, Rodriguez learned early on how success is won and lost.

The '60s was a time of change for many, including young Cuban Americans growing up in Miami, who had to deal not only with the changing American society, but also with the one they left behind.

In his teens and 20s at the time, Rodriguez says he almost forgot to speak Spanish, but later re-embraced his language and culture. "We left and returned to Spanish, although we kept the roots and enjoyed the music throughout," he says.

During that time, Cuban entertainers in Miami "swept floors and did whatever they could to make a buck," which rarely added up to high profile broadcasts or performances as the community struggled to establish itself, Rodriguez says.

After graduating from the University of Miami, Rodriguez took a job as a financial consultant with Deloitte Haskins & Sells (now Deloitte & Touche), one of the top financial consulting firms in the



world. He worked with a variety of industries, including banking, real estate, insurance and manufacturing. His experience at Deloitte taught him that to be successful, one must first master the basics. "I wasn't just going through the motions," Rodriguez says.

Along with his relationship with his father, Rodriguez counts his friendship with Julio Iglesias as among the most influential in his life. Spending six years with Iglesias, first as his financial director, then business manager and finally worldwide manager, Rodriguez produced programs, concerts and a variety of marketing initiatives in 70 countries. His friendship and professional experience with Iglesias echoed his father's lesson; he learned never to stop working on an entertainment project until it is on stage or on the air.

Five years ago, Rodriguez set out to produce television programming independently. Approached by an executive at Sony, Rodriguez was

given the job of bringing together the top names in Spanish entertainment for a tribute to singer Lola Flores. The program aired in prime time in every Spanish-speaking country in the world, and in the United States, on Univision.

Shortly after Rodriguez joined Univision in 1990 as director of talent, owner Hallmark sold the network to three parties: majority owner Jerry Perenchio, Televisa of Mexico and Venevision of Venezuela.

The sale, Rodriguez says, caused an uproar in the Spanish-language press that the network was being taken over by foreigners who would ruin shows and fire employees. The competition tried to take advantage of the hype, raiding Univision's talent "when the company was in total flux," Rodriguez says.

"That was one of the most challenging things I have ever done," he says, recalling the scramble to hold on to important employees and to keep the network going. To do this, Rodriguez recognized the need to make Univision leaner and more responsive to audience needs. He relied heavily on Nielsen.

"Univision was very fat," says Rodriguez, who scrapped 18 shows and added 18 new programs that Nielsen said would perform better. "We had to look at it like business people."

While initially unpopular with the Hispanic audience, the new programming caught on, as evidenced by Univision's 70% market share.

"We're making money for the first

time ever," Rodriguez says.

Univision prides itself on being fast on the draw and will tweak morning television shows for an afternoon airing if the ratings show signs of trouble, Rodriguez says.

"It doesn't sound very dramatic, but I try not to do it by the gut," he says. ■

**President/CEO, Univision Television Network, Miami: b. Jan. 31, 1951, Camaguey, Cuba; BA, University of Miami, 1973; financial consultant/manager, Miami office, Deloitte Haskins & Sells, Miami, 1973-83; financial manager/business manager/worldwide manager, Julio Iglesias, 1983-89; director of talent, Univision, 1990-91; senior vice president, Univision; 1991-92; current position since 1992; m. Liana Garcia, June 27, 1975; children: Liana, 17; Reggie, 16; Claudia, 10.**



## BROADCAST TV



**Burnette**

**James Burnette**, executive VP, Dorna USA, New York, joins Fox Broadcasting Co. there as VP, sports sales.

**Diana Foster**, VP, sales, domestic television distribution, Republic Television, Los Angeles, joins Grove Television Enterprises there as VP, sales, western region.

**Carol Lee**, director, broadcast/video production, RCA/Columbia Home Video, Los Angeles, joins Sony Wonder, Santa Monica, Calif., as senior director, marketing, West Coast. **Alexandra Beeman**, coordinator, product marketing, Columbia, New York, joins Sony Wonder there as production manager.

**Amy Sprecher**, manager, current programing, production, Lifetime Television, New York, joins Lancit Media Productions there as director, program development.

**David Bishop**, president/COO, Live Home Video, Los Angeles, joins MGM/UA Home Entertainment, Santa Monica, Calif., as executive VP.

**Carole Easterling**, manager, TV operations, BMI, Nashville, named director, TV operations, there.

**Phyllis Geller**, former senior VP, KCET-TV Los Angeles, joins Maryland Public Television, Owings Mills, Md., as senior VP.

**Bob Walker**, director, marketing, WXIA-TV Atlanta, named VP, broadcast.

Appointments at KOMO-TV Seattle: **Sandy Montgomery**, press relations director, named VP, television broadcast operations; **Rebecca Rodriguez**, anchor/reporter, KVUE-TV Austin, Tex., and **Terri Taliaferro**, anchor/reporter, WMC-TV Memphis, Tenn., join as general assignment reporters; **Shirley Enebrad**, producer, KOMO-TV's *Town Meeting*, named investigative producer, news; **Michele Morin**,

news producer, joins as weekend news producer; **Peggy Mapes**, weekend news producer, KREM-TV Spokane, Wash., joins as producer, *Morning Express*; **Tina Edwards**, temporary on-call assistant, KOMO-TV-AM, named executive assistant to the news director; **Amy Chiu**, advertising sales representative, *Bellevue Journal-American*, Bellevue, Wash., joins as newsroom assistant, consumer/healthwatch reports; **Bryan O'Donnell**, producer/editor, *Official Film*, 1992 winter Olympics, Albertville, France, joins as photo journalist; **Doug Pigsley**, news photographer/editor, KXLY-TV Spokane, Wash., joins as photojournalist.

**Peter Spartano**, executive news producer, WTVH-TV Syracuse, N.Y., named news director.

**Joe Ducey**, investigative/consumer reporter, WFLA-TV Tampa/St. Petersburg, Fla., joins WXYZ-TV Southfield, Mich., as general assignment reporter.

Appointments at KDFW-TV Dallas: **Rebecca Aguilar**, general assignment reporter, KNBC-TV Los Angeles, joins in same capacity; **Rick Ericson**, news director, KRLD-AM Dallas, joins as assignment editor; **Vince Gonzales**, trainee, *CBS Evening News* and *Up to the Minute*, joins as reporter trainee, *CBS News*, there.

Appointments at WVIT-TV West Hartford, Conn.: **Nancy Andrews**, 6 p.m. news producer, named assistant news director; **Cindy Hawk**, producer, 6 p.m. news, WFSB-TV Hartford, joins in same capacity; **Rob Ewert**, national sales manager, named local sales manager; **Steve Smith**, account executive, named national sales manager.

**Sherry Sissac**, public information director, KDNL-TV St. Louis, elected regional VP, National Broadcast Association for Community Affairs.

Appointments at WALA-TV Mobile, Ala.: **Charles Johnson**, Marianna (Fla.) bureau chief, WJHG-TV Panama City, Fla., joins as reporter, Pensacola, Fla., bureau; **Rhonda Keith**, part time production operator, named production operator; **Christine Armstrong**, marketing executive, Accent Specialty Advertising, Mobile, Ala.,

joins in same capacity; **Stephen Jansa**, graphic artist, WTVD-TV Durham, N.C., joins in same capacity.

Appointments at WUPW-TV Toledo, Ohio: **Shelia Oliver**, local sales manager, named GSM; **Arika Zink**, account executive, named national sales manager; **Larry Blum**, GM, assumes additional responsibilities as VP, operations, Ellis Communications, there.

## RADIO

Appointments at Greater Media Inc., New Brunswick, N.J.: **Thomas Milewski**, executive VP, assumes additional responsibilities as COO; **Barbara Burns**, general counsel, named VP/general counsel.

**Ron Jones**, program director, KCUR-FM Kansas City, Mo., joins WGBH Boston as program manager.

**Ken Moultrie**, marketing/promotion manager, KRPM-FM Tacoma, Wash., joins Broadcast Programming there as national programmer and consultant.

Appointments at National Public Radio's *Living on Earth*, Washington: **Jan Nunley**, writer/anchor/co-producer, named director, development; **Lucia Small**, associate director, development, leaves to start her own film and video production services company.

**Sam Gennawey**, local promotion manager, Mercury Records, Chicago, joins WKQK-FM Chicago as marketing director.

**Margaret Murphy**, national sales manager, WMJX-FM Boston, joins WLUP-AM-FM Chicago in same capacity.

**Hank Nevins**, senior director, promotion, marketing, Music America Promotions, Buffalo, N.Y., joins WGY-FM Albany, N.Y., as operations manager.

**Donald St. Sauveur**, regional manager/director, sales, Major Market Radio, Boston, joins WODS-FM Boston as national sales manager.

**Mel Dolezal**, GM, KPPL-FM Colusa, Calif., joins KQMS-AM-KSHA-FM Redding, Calif., in same capacity.

**Ronald Miller, GM**, WIMS(AM) Michigan City and WJY-FM Crown Point, both Indiana, joins WEFM-FM Michigan City, Ind., as station manager.

**Jeane Taylor**, customer service representative, Society Bank, Dayton, Ohio, joins WHIO(AM)-WHKO-FM Dayton, Ohio, as account executive manager.

## CABLE

Appointments at Turner Home Entertainment, New York: **Michael Tabakin**, director, domestic licensing, named executive director; **Charlene Milano**, account executive, domestic licensing, named manager; **Naomi Fraser** named manager, international licensing.



Dickinson

**Bruce Dickinson**, VP, emerging industries group, Daniels & Associates, Denver, named senior VP.

**Stephen Saville**, director, network engineering, USA Networks, New York, named VP

**Jo Delaney Smith**, senior publicist, Turner Program Services, Atlanta, named senior manager, public relations.

**Paul Fitzgerald**, senior manager, marketing, Comcast Cablevision, Philadelphia, named area director, marketing.

**Peggy Giordano**, producer, CNBC, Fort Lee, N.J., named director, weekend programming.

Appointments at National Cable Advertising, Washington: **Peggy Back**, senior account executive, Home Team Sports, there, joins as sales manager; **Nancy McKinley**, national/local sales manager, XTRA-AM-FM San Diego, joins as sales account executive.

## WASHINGTON

Appointments at Motion Picture Association of America: **Dr. Paul McIntyre**, deputy director, worldwide market research, named director; **Lori Bushman**, statistical analyst, worldwide market research, named manager, statistical services.

**Thomas Rowland**, supervisor, public



## Emory honors Jones

Quincy Jones, co-chief executive officer of Quincy Jones/David Salzman Entertainment and president of WNOL-TV New Orleans, received the Legend in Leadership Award presented by Emory Business School's Center for Leadership and Career Studies during a dinner in Atlanta. The Legend in Leadership Award identifies and celebrates key figures in American enterprise. Pictured (l-r): Atlanta Mayor Bill Campbell, honoree Jones and Jeffrey Sonnenfeld, director of the Center for Leadership and Career Studies.

utilities division, Cook County State Attorney's office, Chicago, joins National Cable Television Association as director/counsel, state regulatory affairs.

## INTERNATIONAL

**Helios Alvarez**, VP/GM, Latin American operations, Columbia TriStar International Television, Sao Paulo, Brazil, retires effective March 1.

**Dorien Sutherland**, executive VP/manager, McCann, Erikson, Sao Paulo, Brazil, joins TriStar International Television there as senior VP, Latin America.

Appointments at ESPN International, Bristol, Conn.: **Andrew Brilliant**, senior VP/GM, named executive VP/GM; **Jeffrey Ruhe**, president/COO, Prime SportsChannel Networks, New York, joins as senior VP.

## DEATHS

**Joseph Field Jr.**, 78, West Palm Beach, Fla., broadcast pioneer, died Feb. 3 of bone cancer at the Hospice of Palm Beach County. In 1947 Field founded WIRK(AM) West Palm Beach.

He added sister station WIRK-FM in 1965 and remained the principal owner of the duo until 1983, when the stations were sold to Price Communications. Field also put WIRK-TV—West Palm Beach's first TV station and the third TV station in Florida—on the air in 1953. It signed off in 1956. Survivors include his wife, Lois, and two daughters.

**Jim Bormann**, 82, former news director for WCCO(AM) Minneapolis died Feb. 5 in Golden Valley, Minn. Bormann was news director at WCCO from 1951 to 1971. After his tenure as news director, Bormann was the station's community affairs director until his retirement in 1976.

**Gary Clare**, 32, public television executive, died Jan. 28 of AIDS at his Manhattan home. Clare was director of creative development for the performance programs department of WNET-TV New York, where he oversaw program development, funding and co-production activities for *Great Performances*, the performing arts series produced for PBS by WNET-TV. Survivors include his parents, Dorothy and Robert, and one brother.



**Sony Pictures Entertainment is expected to announce a restructuring of Columbia Pictures Television and Tri-Star Television divisions this week.** According to reports at press time, John Feltheimer, president, Tri-Star Television, is expected to move into a new position with responsibility for both divisions. As of late Friday there was no word as to the future of Scott Sessler, president, Columbia Television. Spokespersons for both Columbia and Tri-Star issued "no comments" when queried about the restructuring.

**Fox programing chief Sandy Grushow last Friday called for a Washington summit on violence** to tackle the ongoing TV violence issue. Speaking at an IRTS luncheon featuring the four networks' top programing executives, Grushow said: "To continually point the finger and use the four of us as scapegoats doesn't solve the problem." Added ABC's Ted Harbert: "We're a little weary of being the spokesperson for television world-wide."

**House Telecommunications Subcommittee members will vote on key telecommunications policy bills Feb. 23 and 24.** The parent Energy and Commerce Committee is expected to take up the measures the following week. Under consideration: H.R. 3626, the Brooks-Dingell bill, which would permit RBOC delivery of long-distance telephone service, and H.R. 3636, the Markey-Fields bill, which would allow local telephone companies into the cable business in their service territories and would pre-empt state and local laws that prevent cable operators from offering local telephone service.

**Group W Broadcasting's WJZ-TV Baltimore and Group W's regional Home Team Sports secured long-term**

## Notes from Monte Carlo

Among the deals conducted at last week's programing marketplace in Monte Carlo:

■ CBS had a successful first outing with off-beat comedy talk host David Letterman, selling *Late Night with David Letterman* into at least five major international markets, including the Premiere channel in Germany, BSkyB in the UK, RTL-5 in Holland, Australia's Nine Network and Televisa in Mexico. Despite the fact that American comedy talk shows have rarely performed well in foreign markets, CBS executives said they were confident that the show would engender a strong cult following in certain markets. In addition, CBS continued to generate strong sales for its popular one-hour *Dr. Quinn, Medicine Woman* (which already has been sold in 75 countries), *Rescue 911* and *Evening Shade*. The network also is involved with the international co-production *Buffalo Girls*. Since CBS is awaiting the increased distribution powers that the relaxed fin-syn rules will ultimately afford it, CBS hopes to acquire further rights.

■ In an effort to increase its offerings, U.S. independent Harmony Gold picked up international distribution rights to *The Masters of War*, a one-hour docudrama produced by U.S. News Productions and scheduled to air this spring on A&E. Harmony Gold will retain selected home video rights for the 13-episode series.

■ Enjoying the continued strength of children's programing, Westinghouse International cleared *Speed Racer* and *The New Adventures of Speed Racer* in more than 50 countries. Produced by Fred Wolf Films, the series were sold to TF1 in France, RTL in Germany, Nickelodeon in the UK, Latin America and the Middle East. A full-scale international merchandising effort will roll out later this spring. ■

### broadcast and cable rights to the Baltimore Orioles baseball telecasts.

WJZ's acquisition of broadcast rights came as somewhat of a blow to Scripps-Howard Broadcasting's WMAR-TV, which has held the local rights for the last 10 years. Although a Group W spokeswoman declined to confirm the length of the deal and financial terms, Group W's cable outlet and station are believed to have obtained all advertising and licensing rights to O's games. WJZ (an ABC affiliate) will air 32 games (18 home games) and has agreed to sublease another 40 games to ABRY Communications-owned independent WNUV-TV. HTS will cablecast 90 games (78 regular season/12 spring training). Group W also plans to syn-

dicate as many as 72 Orioles games as part of a regional network stretching from Harrisburg, Pa., to Raleigh, N.C.

**Mort Slakoff**, a 37-year marketing veteran and MCA TV's senior VP of creative services for the last 13 years, has **announced his retirement**. According to MCA TV President Shelly Schwab, Slakoff will continue to serve as a special consultant to the syndication division, overseeing the company's creative services activities for this June's PROMAX conference in New Orleans and next year's NATPE convention in Las Vegas.

**ABC announced upcoming schedule changes**, including slotting the net-

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# Closed Circuit

work's fourth news magazine, *Turning Point*, in the Wednesday 10-11 p.m. time period beginning March 9. Also, *Byrds of Paradise*, the new Steven Bochco drama, will take over the Thursday 8-9 slot on March 3 from *Missing Persons*, which completes its 18-episode run. *Thunder Alley*, from Wind Dancer Productions, which produces *Home Improvement*, will get Wednesday at 8:30 from *Home Improvement* beginning March 9. *Alley* takes over the time period from *The Critic*, which completes its six-episode order and will return to the schedule later this season, according to ABC. Also making way for the new shows is *Birdland*, which had aired Wednesdays at 10 p.m. The show is now on hiatus. In addition, ABC renewed *Matlock* for another season. The renewal marks the ninth season of the series, starring Andy Griffith. The order is for 18 episodes of the one-hour show, which debuted and ran on NBC for its first seven seasons.

**NBC ordered two additional episodes of *The Mommies*** last week, bringing the total number of episodes ordered for the season to 24. The first-year show airs at Saturday 8-8:30. The writing and production team of Dennis Rinsler and Marc Warren signed an exclusive multiyear contract with Warner Bros. Television that calls for the pair to create, develop and produce all forms of television for the company as well as continue as executive producers of *Full House*. Rinsler and Warren have risen in the ranks under the Miller\*Boyett Productions banner, moving from producers of *Full House* in 1988 to their current positions.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 30. Numbers represent aggregate rating average/station/% coverage)

1. Wheel Of Fortune	16.5/226/97
2. Jeopardy!	13.9/216/96
3. Star Trek: TNG	11.8/246/99
4. Entertainment Tonight	9.1/177/95
5. Oprah Winfrey Show	9.0/229/97
6. Action Pac! Network	8.8/164/95
7. Inside Edition	8.5/158/93
7. Roseanne	8.5/164/97
9. Wheel Of Fortune-wknd	8.2/165/78
10. Hard Copy	7.7/159/91
11. Star Trek: Deep Space 9	7.5/236/99
12. Married...with Children	7.3/182/94
13. A Current Affair	7.1/175/92
14. Babylon 5	6.9/176/93
15. Baywatch	6.5/196/94
15. Family Matters	6.5/171/92

## CHICAGO

### NBC's kind of town

NBC Entertainment is planning to produce prime time programming in Chicago, according to Entertainment chief Warren Littlefield. It's the latest in a series of NBC projects outside Hollywood, which includes *Law & Order* (New York), *Homicide: Life on the Street* (Baltimore) and the upcoming Patty Duke series in Seattle.

## NEW YORK

### Home shopping abroad

QVC Network, which last fall launched two overseas home shopping networks with BSKyB and Televisa, continues to map out future growth abroad. The company is in negotiations that could lead to additional spin-off services in Denmark, Norway, the Netherlands and Germany.

### Lifetime originals

Lifetime Television on Tuesday (Feb. 15) will unveil a slate of original programming, including four or five new series. One of those is *The Marriage Counselor*, a sort of *People's Court*-type show hosted by clinical psychologist Wendy Ledoux. The network will also announce new specials and made-for-TV movies, including the latest in its *Spenser* series, "The Savage Place." The new programming will debut in early second quarter.

## NASHVILLE

### Comedy test

The Nashville Network in the second quarter will begin testing original sketch comedy, one of three entertainment forms in active development at the network. TNN also is eyeing new variety programming and more made-for-TV movies, prompted by the success of its last original title, *Proud Heart*.

## PRAGUE

### Czech it out

TV NOVA, Czechoslovakia's new private national network (see story, page 36), has just gotten on the air, but it is already targeting at

least one of its programs for international distribution. Although the channel has programming deals with Columbia, Fox, CNN, Disney and National Geographic for their product, it is planning to pitch U.S. outlets on the format of its *Russian Roulette* game show production, which features personalities acting out short stories live on air.

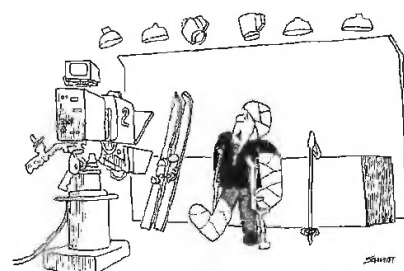
## LOS ANGELES

### Still rolling in access

Syndicators hoping for the demise of King World's *Wheel of Fortune* and *Jeopardy!* to free up access time periods will have to wait awhile. According to sources the company has renewed the two games through the 1998 season on ABC's owned-and-operated WLS-TV Chicago. The syndicator is also near completion on an overall renewal deal with the rest of the ABC O&O's locking the two shows in place until 1998.

### 'Crusaders' climb

After a somewhat slow start, Buena Vista Television's *Crusaders* news magazine appears to be picking up steam in the weekly syndication ratings with shows centering on gun control and children's safety issues. Compared with its 4.0 rating nationally (NTI, December 1993) two months ago, *Crusaders*' partial January average was a 5.2 rating, a 23% growth and a 41% improvement over its September debut (3.7 rating). Stronger numbers have also helped bring renewals up to 80% of the U.S., according to a studio source, and include the re-signing of five of the six NBC O&O stations. WNBC-TV New York is the fence sitter.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"In tonight's ski report I'd like to call your attention to a big boulder at..."



## Phasers on tickle

A study was released last week that fingered first-run syndication as the most violent province of prime time TV. The reaction of Capitol Hill was immediate, with requests from both houses for a copy of the findings. We got a copy ourselves, and the red flags went up immediately when we saw the show tapped as the fifth most violent in all of series television: *Star Trek: The Next Generation*, with 17 separate acts of serious violence in a single hour (make that 52 minutes or so without commercials). The study defined serious acts as armed and unarmed assaults, gunplay, sexual assaults and suicides. *Star Trek* is certainly not without blood—of various colors shed in intergalactic battles—but if the U.S. statistics on phaser-related assaults are any indication (none, last we checked) the show is not at the root of crime in America.

A study that totes up violent acts while ignoring overall content or consequences, and which bases its conclusions on a single episode (the premiere) of each show, is tailor-made for sound bites on morning talk shows, or to be waved like the enemies list at congressional hearings. The Center for Media and Public Affairs professes merely to be the messenger of these bad tidings for syndicators, but its co-director, sociologist Robert Lichter, was co-author with his wife, Linda Lichter, of "The Media Elite," a book that identified media executives to the end of making them accountable for their programing and its perceived effects on society. Those executives responsible for *Star Trek: TNG* or its spin-off, *Deep Space Nine*, or Steven Spielberg's *SeaQuest DSV* on NBC (all of which made the list) may understandably be proud of their creations, and surprised to find them so tarred. This doesn't mean that producers and distributors of syndicated action shows are absolved of responsibility for the programs

they create. They should and must be sensitive to violence, both as a political and as a social issue. It means, instead, that this study should not be allowed to become ammunition against the syndication industry.

**P.S.**—As if to put a fine point on it, Telcomsubcom Chairman Ed Markey released a statement last week commenting on the study and its findings as though they were a barometer of the state of the industry. Momentum is building for Markey's violence-blocking technology—last week the Association of National Advertisers threw its support behind the V-chip. While that may prove ultimately the law of the land, its adoption should not rest on the "evidence" of such studies.

## Here's looking at you

It is a red-letter day in the history of TV advertising, or at least a "projected" red-letter day. The volume of TV advertising in 1994 is predicted to top newspaper ad dollars for the first time in the medium's history. That's according to TVB, by way of Saatchi & Saatchi's crystal ball (its Zenith Media Worldwide division, which specializes in media forecasting). TVB had been looking at 1995 as the likely target date for overtaking the medium's arch rival for ad dollars, but Saatchi's numbers appeared to jive with those of other media watchers, and so the trumpet was sounded last week.

While TVB must get its share of credit for helping make TV's case to advertisers, so must the thousands of local and national television broadcasters who have been working for half a century to make television an indispensable medium to viewers. With that charter, the advertisers were bound to catch on. We'll save our toast until the numbers are on the books, but last week's news was enough to put the nonalcoholic champagne on ice.

<p><b>Lawrence B. Talshoff, chairman</b>  <b>Peggy Conlon, publisher</b>  <b>Editorial</b>  <b>Donald V. West, editor/senior vice president</b>  <b>Harry A. Jessell, executive editor</b>  <b>Mark K. Miller, managing editor</b>  <b>Kira Greene (special projects), assistant managing editor</b>  <b>John S. Eggerton, assistant managing editor</b>  <b>David R. Borucki, art director</b>  <b>Rick Higga, systems manager</b>  <b>Kim McAvoy, Washington bureau chief</b>  <b>Elizabeth Rathbun, assistant editor</b>  <b>Christopher Stern, staff writer</b>  <b>Marsha L. Bell, Julie A. Zier, editorial assistants</b>  <b>Denise P. Smith, Kenneth R. Ray, production artists</b>  <b>Winslow Tuttle, Catharine Garber, proofreaders</b></p> <p>□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  <b>Geoffrey Folsie, bureau chief</b>  <b>Stephen McClellan, chief correspondent</b>  <b>Rich Brown (cable), Peter Viles (radio), assistant editors</b>  <b>Jim Cooper, staff writer</b>  <b>Jennifer Allen, production manager</b></p> <p>□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100,      Fax 213-937-4240  <b>Steve Coe, bureau chief</b>  <b>Mike Freeman (syndication)</b></p> <p>□ London Europa House, 54 Great Marlborough St., W1V1DD,      44-71-437-0493; Fax 44-71-437-0495  <b>Meredith Amdur, international editor</b></p>	<p>Founder and Editor  <b>Sol Talshoff (1904-1982)</b></p> <h1 style="font-size: 2em;">Broadcasting &amp; Cable</h1> <p>1705 Desales Street, N.W.          Washington, DC 20036          Phone: 202-659-2340          Circulation: 800-554-5729          Editorial Fax: 202-429-0651 □ Advertising Fax: 202-293-3278</p> <p><b>Broadcasting &amp; Cable Yearbook</b>          Editorial 908-464-6800 Circulation 800-521-8110          Advertising 212-337-6943</p> <p><b>Circulation/Distribution</b>  <b>Michael Borchetta, subscription promotion director</b>  <b>William Cunningham, distribution manager</b>  <b>Leonard Weed, fulfillment director</b></p> <p><b>Cahners Consumer/ Entertainment Publishing Division</b>  <b>John J. Beni, senior VP-general manager</b>  <b>Lawrence B. Talshoff, adviser</b>  <b>Richard Vitale, VP-operations &amp; planning</b>  <b>Robin Ruskin Linder, VP-telemarketing</b>  <b>Barrie Stern, VP-creative services</b>  <b>Kip Winchester, VP-circulation</b></p> <p><b>Cahners Publishing Co./ Reed Publishing (USA) Inc.</b>  <b>Robert L. Krakoff, chairman-CEO</b></p>	<p><b>Advertising</b></p> <p>□ New York 212-645-0067; Fax 212-337-6947  <b>Lawrence W. Oliver, associate publisher</b>  <b>Randi T. Schatz, international sales director</b>  <b>William C. Schenck, account executive</b>  <b>Stacie Mindich, marketing/sales support coordinator</b>  <b>Antoinette Fasulo, executive assistant</b>  <b>Joan Miller, secretary</b></p> <p>□ Los Angeles 213-549-4100; Fax 213-937-5272  <b>Gary Rubin, national marketing director</b>  <b>director of syndication advertising</b>  <b>Amy Levesque, western sales representative</b>  <b>Erika Sedey, administrative assistant</b></p> <p>□ Washington 202-659-2340; Fax 202-293-3278  <b>Doris Kelly, sales service manager</b>  <b>Mitzi Miller, classified advertising manager</b></p> <p><b>Advertising Representatives</b>  <b>Lewis Edge &amp; Associates (Southwest regional and equipment advertising): 609-683-7900;</b>      Fax 609-497-0412  <b>Ayer Communications (West Coast equipment advertising): 714-366-9089; Fax 714-366-9289</b>  <b>Yukari Media (Asia): (81) 6 956 1125;</b>      Fax (81) 6 956 5015  <b>Laura Boy, Access Communications (Europe):</b>      (33) 37 48 44 60; Fax (33) 37 48 35 66  <b>Frederic Fenucci, Cahners Publishing Company</b>      (United Kingdom): (44) 71 637 3663;      Fax (44) 71 580 5559</p>
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